TOMMASO VERITÀ

Art Director / Graphic Designer

Shanghai, China
info@tommasoverita.com
tommasoverita.com
linkedin.com/in/tommaso-verita

Art director and graphic designer with 15 years in fashion, branding and music. I lead seasonal print direction for H&M Menswear and have designed collaborations for FILA, ALIFE and Ellesse, identities for independent brands, and record artwork for the Mother Tongue label. Trained as a Design Lead at Hyper Island. Italian, now based in Shanghai.

EXPERIENCE

H&M — Senior Print Designer, Menswear
2018 – present · Stockholm

- Lead seasonal print concepts and visual direction for the global menswear collection.
- Own all jersey front prints; contribute to all-over prints, shirts, outerwear and knitwear graphics, including the 2023 Chinese New Year collection.
- Research and develop new techniques and embellishments: PVC, embroidery, metalwork.
- Onboard and mentor junior print designers and run structured feedback loops.

MOVE — Art Director / Designer
2017 – 2018 · Verona

- Directed capsule collections and collaborations with FILA, ALIFE, Ellesse Heritage and PONY.
- Ran the full process: research, design, product development, campaign and in-store launch.
- Coordinated suppliers, fittings and quality control; produced lookbooks and styled campaigns.

Independent art direction & design
2014 – present · Verona / Stockholm

- Branding, identity and graphic design for small brands, labels and cultural clients (Mother Tongue, TASI, Rocket Radio).
- Co-founded the streetwear brand Fugazi (2016–2020): art direction, product and campaigns.
- Managed illustrators, photographers, printers and suppliers.

Franklin & Marshall — Senior Print & Product Designer
2010 – 2017 · Verona

- Graphics across menswear, womenswear and accessories; grew from Production Assistant to Senior Designer.
- Trend-driven prints, patterns and branding, working with merchandising, sourcing and production.

EDUCATION

Design Lead — Higher Vocational Education Diploma
Hyper Island, Stockholm · 2024 – 2025 · EQF 5, incl. placement at BVD

High School Diploma in Fine Arts
Verona, Italy

SKILLS

Creative
Art direction
Graphic design & typography
Custom lettering & type design
Branding & identity systems
Print, packaging & apparel graphics
Illustration & layout

Leadership
Creative leadership & mentoring
Workshop facilitation
Feedback & critique
Concept-to-production ownership
Presentation & storytelling

Tools
Illustrator, Photoshop, InDesign
After Effects, Figma
Basic 3D, motion & AI tools

SELECTED CLIENTS

H&M
FILA
ALIFE
Ellesse Heritage
PONY
Franklin & Marshall
Mother Tongue Records
Wax Poetics
TASI Wines
Rocket Radio

LANGUAGES

Italian — native
English — fluent
Japanese — studying