

About

My focus is on designing products and services that convey meaningful experiences to people. I have a solid background in research activities and extensive experience in interaction design practice across a wide range of industries and markets.

I've been driving and making hands-on work with industry leaders in News&Media, Finance, Healthcare, Telco, Travel, Gaming, Food&Beverage, Automotive.

I can scope, plan, run and manage digital innovation programs and multi-disciplinary teams -from research to rollout. Always trying to blend people, business and tech needs but never compromising on design methodology. Extremely organised, with attention to detail, and genuine passion in helping younger professionals to grow.

Specialties: Service Design, Interaction Design, Design Research, Experience Strategy

Experience

MING, Design Lead

Berlin, Oct 2016 - present

Fjord, Senior Interaction Designer | Project Lead

Istanbul, Jan 2015 - Jun 2016

Creative lead, resource planning/coordination and scoping of programs with a main focus on service design solutions for Europe and Middle East markets. Additionally led a design team of 5 -while also coordinating efforts with broader Accenture workstreams- in a new pop-up studio in Prague.

Involved in business development and proactively set/contributed to IxD and studio cultural activities. Evaluated new resources and mentored designers.

frog, Interaction Designer

Milan, Jan 2011 - Dec 2014

Involved -as hands-on designer and then skill-set lead- in both long and short term global projects, working on multi-channel solutions for Europe, North America, Middle East and Russia markets.

As a researcher, I ran observations, interviews, workshops, benchmarking, evaluations and training. As an IxD, my effort ranged from envisioning systems to nailing microinteractions on digital products and services.

Assist, UX Consultant

Milan, Jun 2009 - Dec 2010

Served as interaction designer and UX researcher for a long-term strategic project (worldwide intranet for an international banking group) and a series of quick-win programmes.

Internships

area/code, Game Design Intern

New York, Ago 2008 - Oct 2008

DeepBlue, HMI Intern

Rome, Dec 2004 - Jan 2005

Teaching
and other interests

I've also lectured and run workshops on design methods and tools at **SUPSI** (*Switzerland, 2014*), **University of Modena and Reggio Emilia** (*Italy, 2014*), **University of Siena** (*Italy, 2010*)

I enjoy ideating, writing and screenplaying short stories.

Education

IUAV University of Venice

Visual and Multimedia Communication, IxD programme

Graduate degree, Apr 2009

Arsnova - University of Siena

Communication Environments Design

1yr. Master, Aug 2006

University of Siena (*Italy*)

Communications, HMI programme

Undergraduate Degree, Jun 2005

Personal info

Born in Siena (Italy), 7 December 1982.

Italian, male

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