



## EMPLOYMENT



**TURIN, Italy**  
June 2008 - Nov 2008

User interface designer for Fiat 500 satellite navigator



**EINDHOVEN, Holland**  
Jan 2010 - June 2010

Interaction and Visual designer for Philips



**BILLUND, Denmark**  
July 2010 - Feb 2011

Interaction designer for a New LEGO experience



**DELFT, Holland**  
March 2011 - Nov 2011

Graduation project at TU Delft Research Dept.



**TURIN, Italy**  
March 2012 - Sept 2014

Design lead and Interaction designer at Archibuzz creative agency



**VARESE, Italy**  
Sept 2014 - Jan 2016

Sr. Interaction designer for IoT projects and induction category



**MILAN, Italy**  
Jan 2016 - Present

Interaction designer II at frog: global design and strategy firm

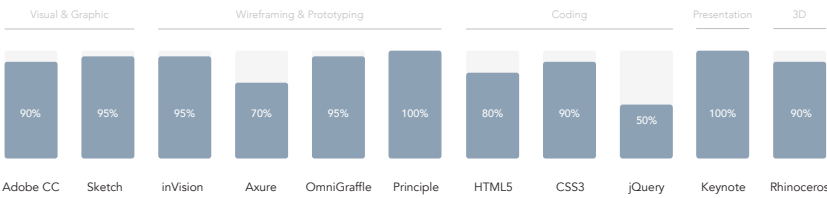
## SUMMARY

I am a highly motivated and curious designer with over 5 years of experience in **User Experience** and **Interaction design**, Internet of Things and connectivity projects, front-end development for rich Internet applications and mobile applications. I practice user-centered design process basing design decisions on user needs and business goals.

Users are my daily source of information. By moving and travelling I try to absorb as much as I can from the context around me and to translate this into design insights and user or experience journeys. I consider user research as a mandatory step in my design process.

**Specialities:** service design, user-centered design, user research, usability tests, workshop facilitation, information architecture and wireframing, rapid prototyping, video and motion prototyping.

## SKILLSET



## GLOBAL EXPERIENCE



## EDUCATION



### BACHELOR DEGREE

**Bachelor of Architecture in Industrial Design**

Sept 2005  
Feb 2009

Polytechnic of Turin, ITALY



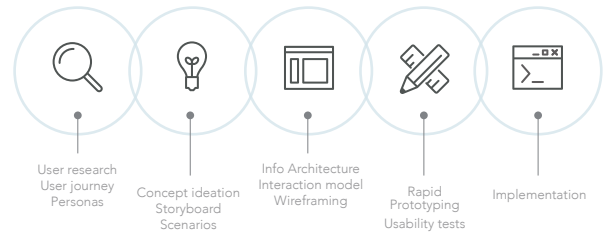
### MASTER DEGREE

**Master of Science in Design for Interaction**

Sept 2009  
Nov 2011

University of Technology of Delft, HOLLAND

## DESIGN PROCESS



## AWARDS & RECOGNITION



### CERTIFICATION

**Scrum Fundamentals Certified (SFC)**

Sep 2016

SCRUMstudy - Accreditation Body for Scrum and Agile



### WINNER

**IVECO D-DAY hackathon - the most disruptive idea and design strategy for new IVECO Daily | 5,000€ first prize**

May 2014

IVECO, CNH Industrial & Talent Garden of Turin, ITALY



### SPECIAL PRIZE

**Special prize 'Valle d'Aosta' at Start Cup 2012 - VIII Edition at I3P 15,000€ for startup incubation and acceleration**

Oct 2012

I3P - Incubatore Imprese Innovative - Polytechnic of Turin, ITALY



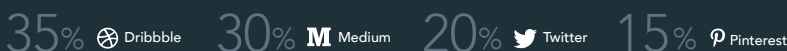
### RECOGNITION

**Eligibility for 4 year PhD program and Scientific Paper publication for master graduation project**

Oct 2011

University of Technology of Delft - HOLLAND

## INFLUENCE & INSPIRATION



## LANGUAGE SKILLS



## HOBBIES & INTERESTS

