

ANNAMARIA ANDREA VITALI, PhD

interactive and playful multimedia design | UX/UI design | communication design

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Co-founder CONTRALTO Game Collective | Co-founder [voidLab](#) | Co-founder [DiGRA Italia](#)

Born in Brescia, Italy, July 12th 1986 | I live and work in Milan | Twitter: [@annamaria0523](#)

SUMMARY

I'm a digital designer and researcher. I completed my PhD in Design at Politecnico di Milano in 2017, after I spent one year (2015-2016) as visiting researcher and artist at UCLA Game Lab, Los Angeles.

My background as a researcher in game and interaction design let me to acquire a deep expertise as interactive multimedia designer mixing design and artistic practice. Indeed, I have designed and creatively directed a variety of digital projects, from playful artworks to interaction design and media art, experimenting with the expressive languages of interactivity, visual styles, storytelling and sensorial qualities of interactive multimedia. Overcoming traditional pattern of usability or entertainment requirements my goal as a designer is to create meaningful interactions between artworks, people and designers.

DESIGN SKILLS

Multimedia Design
Experience Design
Graphic Design
Interaction Design
Game Design
Interface Design

SOFTWARE

Illustrator: Excellent
Photoshop: Excellent
Indesign: Excellent
After Effects: Basic
Office: Excellent
Keynote: Excellent

ENGINES & SCRIPTING

Renpy: Good
Unity 3D: Basic (Javascript/C#)
Processing/Arduino: Basic
HTML/CSS: Basic

RESEARCH SKILLS

Practice based research
Speaker at international level
(see publications and talks p.5)
Academic writing
(see publications and talks p.6)

MANAGEMENT SKILLS

Team work direction
Project direction
Event Curation and production

LANGUAGES

Italian: Native
English: Fluent

WORK EXPERIENCE

October 2016- Today

Independent Designer And Researcher. I work mostly on interactive multimedia projects, curating the design process from concept to actual development. I've worked on as solo or team projects, among these playful multimedia artworks I design as part of my independent practice as designer and researcher, experience and interface design for smartphone applications, graphic design projects, cultural event curation and organization.

January 2017 - March 2017

Curator and co-organizers for *Art+Feminims Wikipedia Edit-a-thon 2017*, in collaboration with BASE Milano and Wikimedia Italia. A world wide campaign aimed at overcoming gender gap on Wikipedia, by organizing *edit a thon* events aimed at creating new Wikipedia articles about female artists and also introducing new female editors to Wikipedia.

November 2013 - October 2016

PhD Researcher

Telecom Italia, JOL S-Cube Lab - ICT – Milan, Italy (+)

Along my PhD, while doing academic research, I challenge myself in a professional context, applying my skills and competencies to projects committed and developed together an industrial partner.

The collaboration, within the JOL S-Cube Lab was focused on the design of digital solutions (experience and interface design, user scenario) for smart spaces and smartphone applications (see for example *SPELL* from my portfolio online).

November 2013 - October 2016

PhD Researcher

Interaction and Experience Research Lab, Politecnico di Milano (+)

September 2015 - June 2016

Visiting Researcher and Artist in Residence

UCLA GAME LAB - Design Media Art Department - Los Angeles, CA (+)

I spent the last year of my PhD at UCLA Game Lab to carry the practice based part of my research and realize some of my research prototypes. Being in an art environment was fundamental to acquire the multidisciplinary artistic skills and sensibility that meaningfully improved my research. I did theoretical research, directed, designed and developed projects together with international artists and researchers from the Game Lab and the Design Media Art Department (see for example *Two Hearts, Two Sided, or Absurd Elevator Simulator* on my portfolio). This experience allowed me also to travel for conferences and exhibitions in the US (see *International talks and presentations* and *Exhibitions at page 5*), improving my network of international collaboration.

October 2014 - January 2015

Lecturer

Politecnico di Milano, School of Design, Milan, Italy

Theoretical class about communication design, perception theories and interaction design for second year students.

October 2014 - January 2015

Lecturer

Collegio di Milano (+)

Project work class for non design students - "Acting as a Designer - Expo College App Design"

Evening class and project work for non-design students of Collegio di Milano. The objective was to introduce design culture to non design students by teaching them to create a concept for a smartphone application.

5-9 January 2015

Visiting Lecturer

University of Nimes, School of Design, Nimes, France

Workshop - "Board Games for Social Innovation"

I was involved as students' tutor in one week workshop done at University of Nimes in collaboration with Politecnico di Milano, within the Erasmus+ Program.

24-28 November 2014

Students' tutor

Politecnico di Milano, School of Design, Milan, Italy

Workshop - "Scouting for sense"

I co-organized and tutored a one week workshop with first year students of master degree program. The objective was to realized interactive digital solutions enabling uncommon ways to explore and visit a new city beyond traditional stereotyped and prepackaged information.

12-16 May 2014

Students' tutor

Politecnico di Milano, School of Design, Milan, Italy

Workshop - "Beyond Simplicity"

October 2013 - January 2014

Students' tutor

Politecnico di Milano, School of Design, Milan, Italy

Project Lab Course - "Interaction Chiromancy"

July 2012 - October 2013

Independent communication designer

EDUCATION

November 2013 - October 2016

Phd in Interaction Design

Politecnico di Milano, Design Department, Milan, Italy (+)

31 August 2015 - 6 September 2015

Headstart Summer School - International School for Indie Games Development (+)

Antwerp, Belgium

6-10 July 2015

Summer School: Narrative Game Design and Interactive Storytelling

Civica Scuola di Cinema, Milano, Italy

October 2009 - July 2012

Master Degree in Communication Design - Magna Cum Laude

Politecnico di Milano, School of Design, Milan, Italy

October 2006 - July 2009

Bachelor Degree in Communication Design

Politecnico di Milano, School of Design, Milan, Italy

September 2000 - July 2005

High School Diploma

OTHER ACTIVITIES

GDC 2015, volunteer for indiegiving, <http://indiegiving.com/>

IndieCade 2015, volunteer, <http://www.indiecade.com/>

Local committee for DeSForM Conference 2015 <http://www.desform2015.polimi.it/committee/>

I was selected for the **International Ambassador program** at GDC 2016

PLAYFUL MULTIMEDIA PROJECTS + PROTOTYPES

design and creative direction (These and other projects are available [here](#))

A.WAY, 2015 (+)

(with Anita Verona and Irene Camporeale) A texture interactive novel that narrates the feelings of emotional dissonance by placing player in Ayvee's thoughts.

- Authored the story and the dialogues of the novel
- Characters's design
- Design and implementation of storytelling gameplay using Renpy
- Design and creation of the visual art and textures, implementation of visual art, animation and special effects using Renpy
- Video/trailer

TWO SIDED, 2016 (+)

Digital-interactive adaptation of Milan Kundera's novel "The Hitchhiking Game". A sensorial experience between storytelling and exploration of two opposite worlds.

- World building and design of the overall sensorial experience
- Design and implementation of the gameplay using the Unity3D engine
- Design and implementation of the visual art, visual effects and all the graphic assets, using Illustrator and then assembled in Unity3D
- Video/trailer

SPELL, 2015 (+)

(In collaboration with Telecom Italia JOL S-Cube) UX and UI Design for an innovative smart heating system based on perceptive techniques affecting thermal comfort.

- Preliminary data research investigating the relationship between environment lights color and temperature perception
- UX Design based on research results: the heating system should ask information about thermal comfort instead of temperature settings
- UI Design with Photoshop
- Prototype implementation with POP App
- User experience video scenario

MAGIC INTERACTION, 2012

(+) An experimental and radical design project investigating the role of design of gambling games and pathological gambling

- Theoretical research (game design, psychology, cognitive science)
- Definition of a gambling rhetoric model
- Design and implementation of experimental prototypes revealing perils of gambling following design guidelines found through the research

Other prototypes:

ABSURD ELEVATOR SIMULATOR 2016 (+) (with Peter Lu, Elaine Gomez, Tonia Beglari - game design, dialogues writing and characters design)

MYTH OF MEDUSA, 2014 (+) (with Ilya Florenskiy, Davide Politi, Pietro Righi Riva, Enrico Rossomando, Luca Francesco Rossi and Nicolò Tedeschi - game design, dialogues writing, storytelling, characters design)

CUT OFF AND REVERSE, 2015 (+) (game design, gameplay design, interactive storytelling)

MULTIMEDIA ART EXPERIMENTS

TWO HEARTS, 2016 (+)

(with Kate Hollenbach) A two person interactive installation based on Arduino, heartbit sensors and led lights.

- Experience and interaction design
- Design of installation setup and how people interact with installation
- Installation and code development using Arduino, sensors and led lights
- Video Trailer

DADA RECOGNITION, 2016 (+)

A project of media art based on reusing a DADA artwork (*Alannah* by Paul Citroen) to create new piece of art through Snapchat application. Made for the **Dadaclub.online project** (by Link Art Center).

- Authored artistic concept and idea of how to reuse the original artwork with a contemporary digital technology (Snapchat, face recognition, photo filters)
- Set up of Snapchat profile for artwork implementation
- Collection of selfies and Snapchat pictures taken with a copy of the original artwork (*Alannah* by Paul Citroen)
- Gifs creation of the pictures collected
- Submission and contact with exhibition curators

CURATORIAL PROJECTS

content curation, event organization and production

ART+FEMINISM, 2017 (+)

Curation and organization of the first *ART+FEMINISM Wikipedia Editathon* in Milano. In collaboration with Wikimedia Italia and BASE Milano.

- Content Design and curation of the main topic of the event
- International relationship with international founders of the campaign
- Coordination and submission of funding request to Wikimedia Foundation
- Event planning, contact with artists and coordination of the event
- Design and implementation of communication materials, promotional video and social media promotion.

Other events:

UCLA GAME ART FESTIVAL, 2015 (+) I supported the production of the festival while I was Visiting Researcher in the Game Lab.

SEEKING EVIDENCE, 2015 (+) Curation, organization and production of a PhD seminar together with other PhD candidates. The Seminar was host during the Design PhD Festival at Politecnico di Milano in 2015

EXHIBITIONS AND SHOWCASE

DADA RECOGNITION, Dadaclub.online: The Exhibition, March 25 - April 8, 2017, Spazio Contemporanea, Brescia, by Link Art Center (+) (Catalogue: Link Art Center (Ed), Dadaclub.online, 2017. Paperback, English, Color, 136 pages, 19,05 x 19,05 cm. ISBN 9781326939427)

DADA RECOGNITION, Dadaclub.online (+)

A.WAY, ICIDS 2016, International Conference on Interactive Digital Storytelling, November 15, 2016, Los Angeles (+) (Catalogue: ICIDS Art Exhibition, Rhine-Waal University of Applied Sciences and University of Southern California, ISBN 978-87-998712-0-9)

TWO SIDED GhostingTv - How Many of Us, September 2016, Los Angeles (+)

TWO SIDED NonPlussedFest 2016, June 19-21, 2016, Los Angeles (+)

ABSURD ELEVATOR SIMULATOR, NonPlussedFest 2016, June 19-21, 2016, Los Angeles (+)

TWO SIDED Different Games 2016, April 9-10, New York (+)

ABSURD ELEVATOR SIMULATOR, Playdate at LA Zine Fest 2016, Los Angeles (+)

TWO SIDED Playdate at LA Zine Fest 2016, Los Angeles (+)

MAGIC INTERACTION IndieCade Gaming for Everyone Pavillion 2015, Los Angeles (+)

INTERNATIONAL TALKS AND PRESENTATIONS

2017

Reframing Meaningful Play, Screenshake Festival, February 10-12, 2017, Antwerp, Belgium.

2016

Interactive and dynamic multimedia: expressive techniques for contemporary play experience. Guest Lecture, Laguna College of Art and Design, Los Angeles, June 30 2016.

Blanket Fort Chats: Game Making With Annamaria Andrea Vitali, FemHype, April 29th 2016 (+)

Play design: a self consciousness act, *Different Games Conference*, April 9-10, NYU Magnet, New York (+)

Reframing Meaningful Play. Consumption of Games as expressive practice between designers and players *37th Annual SWPACA conference*, February 10-13, 2016 Albuquerque, New Mexico.

ACADEMIC PUBLICATIONS

2017

Vitali, A.A. (2017). *INSIDE PLAY. A Research through Game Design Exploring Expressive Techniques of Playful Multimedia*, in Polimi design phd_017: 10 PhD thesis on Design as we do in POLIMI, p.29

2016

Vitali, A.A. (2016). *Performing meaning through authorial games*. Digra + Fdg First Joint conference 2016, Doctoral Consortium, August 1-6, Dundee.

2015

Vitali, A.A. (2015). *Play design and sense-making: players and games as digital interactive context for effect of sense*. Proceedings of the DeSForM 9th International Conference on Design and Semantics of Form and Movement, 10-13 October 2015, Milan

Pillan, M., Spadafora, M., Vitali, A.A (2015). *Objects are not slaves: Envisioning an aesthetic approach to the design of an interactive dialogue with objects*. Proceedings of the Cumulus Conference 2015, pp. 904-930, 3-7 June 2015, Milano, ISBN: 9788838694059

2014

Vitali, A. A., Pillan, M., & Riva, P. R. (2014). *Beyond Gambling Temptations: An Experimental Design Project to Detoxify Players from Irresistible Illusions of Gambling*. In Games and Learning Alliance (pp. 290-303). Springer International Publishing, DOI 10.1007/978-3-319-12157-4_23.

Vitali, A.A., Spadafora, M., Pillan, M. (2014). *Sketching Interactive Experience: Video Scenarios to Support Imagination and Co-design*. In Proceedings of Nord Design 2014 Conference – Creating Together, 27-29 August 2014, Helsinki, edited by M. Laakso, K. Ekman, Design Society & Aalto University, ISBN 978-1-904670-58-2, ISBN 978-1-904670-59-9.

Vitali, A. A., Bianchi, I., & Chen, S. (2014). *From Analogue to Digital: Emotions and Phenomena Influencing the Acceptance of Near-Field Communication Technology*. In Proceedings of the XV International Conference on Human Computer Interaction (p. 17). September 10–12, 2014, Puerto de la Cruz, Spain. ACM 978-1-4503-2880-7 <http://dx.doi.org/10.1145/2662253.2662270>

Vitali, A.A., Spadafora, M., Nacci, A., Sciuto, D., Pillan, M. (2014). *Spell: Affecting Thermal Comfort through Perceptive Techniques*. Ubicomp'14 Adjunct, Sep 13-17 2014, Seattle, WA, USA, ACM 978-1-4503-3047-3/14/09, p.183-186, <http://dx.doi.org/10.1145/2638728.2638790>

2013

Vitali, A. A. (2013). *Magic Interactions? Game Design to Counterattack Gambling Irresistible Illusions*. In Proceedings of the 1st Praxis and Poetics – Research Through Design Conference 2013, 3rd-5th September 2013, Newcastle. Published by Northumbria University, Newcastle upon Tyne NE1 8ST, United Kingdom, pp. 188-191, ISBN 978-0-9549587-9-4.

2012

Righi Riva, P., Vitali, A.A., Pillan, M. (2012). *Exotic Orientation Systems as Gameplay Devices*, ECREA Pre-Conference “Experiencing Digital Games: Use, Effects & Culture of gaming”, October 23th-24th 2012, Istanbul.

Updated on April 2017.

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