

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

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
Academic writing

MANAGEMENT SKILLS

Team work direction
Project direction
Event Curation and production

LANGUAGES

Italian: Native
English: Fluent

EDUCATION

2013 - 2016 Phd in Interaction Design Politecnico di Milano, Design Department, Milan, Italy

2009 - 2012 Master Degree Cum Laude in Communication Design Politecnico di Milano, Milan, Italy

2006 - 2009 Bachelor Degree in Communication Design Politecnico di Milano, Milan, Italy

Summer schools and extra educational activities

31 August 2015 - 6 September 2015 International School for Indie Games Development Antwerp, Belgium (+)

6-10 July 2015 Narrative Game Design and Interactive Storytelling, Civica Scuola di Cinema, Milano, Italy

WORK EXPERIENCE

Actual Position: Independent Designer And Researcher. I work mostly on interactive multimedia projects

01/2017 - 03/2017: Curator and co-organizers for [Art+Feminims Wikipedia Edit-a-thon 2017](#)

in collaboration with BASE Milano and Wikimedia Italia.

11/2013 - 10/2016: PhD Researcher Telecom Italia, JOL S-Cube Lab - ICT - Milan, Italy (+)

11/2013 - 10/2016: PhD Researcher Interaction and Experience Research Lab (+)

09/2015 - 06/2016: Visiting Researcher and Artist in Residence UCLA GAME LAB Los Angeles (+)

10/2013 - 01/2015: Lecturer Politecnico di Milano, School of Design, Milan, Italy

10/2014 - 01/2015: Lecturer Collegio di Milano (+)

01/2015: Visiting Lecturer University of Nimes, School of Design, Nimes, France

07/2012 - 10/2013: Independent communication designer

SELECTED INTERNATIONAL TALKS/INTERVIEWS

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

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

2016, Play design: a self consciousness act, Different Games Conference, April 9-10, New York (+)

SELECTED INTERACTIVE MULTIMEDIA PROJECTS

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 engine
- 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

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

ART+FEMINISM, 2017 (+)

Curation and organization of the first *ART+FEMINISM Wikipedia Edit a thon* 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.

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

SELECTED EXHIBITIONS AND SHOWCASE

DADA RECOGNITION, Dadaclub.online: The Exhibition, March 25 - April 15, 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)

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

Updated on April 2017 - Full CV, projects and publication lists available [here](#)

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