

# ANNAMARIA ANDREA VITALI, PhD

Interactive multimedia design | UX/UI design | communication design | [www.andreavitalidesign.it](http://www.andreavitalidesign.it)

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

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Born in Brescia, Italy, July 12th 1986 | **AVAILABLE TO RELOCATE**

## SUMMARY

I completed my PhD in Design at Politecnico di Milano in 2017. I have a background as a researcher in game and interaction design, which 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 media art and also interaction design projects in collaboration with industrial partner, like TIM Spa during my PhD, Enersem srl and other clients. Overcoming traditional pattern of usability or entertainment requirements my goal as a designer is to create meaningful interactions between artworks, people, narratives and designers.

### DESIGN SKILLS

Multimedia Design  
UX/UI Design  
Communication Design  
Game Design

### ENGINES & SCRIPTING

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

### SOFTWARE

Illustrator: Excellent  
Photoshop: Excellent  
Indesign: Excellent  
Adobe Premiere: Intermediate  
After Effects: Basic  
Office: Excellent  
Keynote: Excellent  
Marvelapp/POP-Prototyping  
on paper: Excellent

### 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

## WORK EXPERIENCE

**Actual Position: Freelance Designer.** I work on interactive multimedia projects as experience and interface designer, and also communication design projects promoting local identity and cultural heritage through different forms of storytelling (video, interactive video, photography, events).

In addition to that I work on a variety of multimedia projects for my independent practice, teaming up with other designers and artists for game design, media art projects or photographic projects.

**06/2017 - 09/2017:** UX/UI Designer for Enersem srl (+)

**01/2017 - 03/2017:** Curator and co-organizer 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 - TIM Spa - 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

## 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

## SELECTED TALKS/PUBLICATIONS

**2017, INTERAZIONE, SENSO, INCONTRO.** Videogiochi come spazio d'incontro tra autori e giocatori e qualità espressive della dimensione interattiva. DiGRA Italia, May 12 2017, Milan (+)

**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 (+)

**2017, Reframing Meaningful Play,** Screenshake Festival, February 10-12, 2017, Antwerp, Belgium (+)

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

## SELECTED PROJECTS

These and other projects are available here [www.andreavitalidesign.it](http://www.andreavitalidesign.it)

### FORMULA, 2017 (+)

For Enersem srl, experience and interface design of a dashboard online which allows to monitorate data and information about energy consumption of industrial buildings.

- Design of the overall experience concept through the identification of limits, possibilities and constraints of client's technology, which allows to access data and information related to energy consumption of an industrial building.
- Definition of the interactive concept of the final solution, "Formula".
- Design of user interface and its main interactive features.
- Presentation and delivery.

### VISTA TERRA, 2017 (+)

(In collaboration with *Paola Peila Strategie Turistiche*) video production for promoting a local tourism initiative - "Land and water trails in the Moraine Amphitheatre in Ivrea"

- Recording of video footage.
- Video post production.
- Delivery of final product.

### ART+FEMINISM, 2017 (+)

Curator 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.

### DADA RECOGNITION, 2016 (+)

Media art project based on reusing a DADA artwork (*Alannah* by Paul Citroen) to create a 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 a proper Snapchat profile for the collection of selfies and pictures taken with a copy of the original artwork (*Alannah* by Paul Citroen) from October to December 2016.
- Gifs creation of the pictures collected.

### 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 light.
- Video Trailer.

### 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.

### 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 and 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 (+)