

# 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](#)

Contact: [annamariaandrea.vitali@polimi.it](mailto:annamariaandrea.vitali@polimi.it) | +39 339 83 00 802

Born in Brescia, Italy, July 12th 1986 | Brescia, Italy - **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  
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 (+)

Experience and interface design of a dashboard online which allows to monitorate data and information about energy consumption of industrial buildings.

**01/2017 - 03/2017 Curator and co-organizer for Art+Feminims Wikipedia Edit-a-thon 2017 (+)**

(in collaboration with BASE Milano and Wikimedia Italia) A world wide campaign aimed at organizing edit a thon for creating new Wikipedia articles about female artists and also introducing new female editors to Wikipedia.

**11/2013 - 10/2016**

### PhD Researcher Joint Open Lab "S-Cube" - TIM/Telecom Italia S.p.A - Innovation Division, Milan, Italy (+)

Along my PhD, while doing design 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

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

During my PhD I was part of the Interaction and Experience Research Lab , a research group of the Design Department at Politecnico di Milano. I worked together with other researchers and PhD students on a variety of academic and industrial research projects, academic publications, and conference organization.

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

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 multidisciplinary artistic skills 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), improving my network of international collaboration.

### **07/2012 - 10/2013: Independent communication designer**

## **TEACHING EXPERIENCE**

### **06/30/2016: Guest Lecture, Laguna College of Art and Design**

*Interactive and dynamic multimedia: expressive techniques for contemporary play experience.* I was invited by professor Stefano Gualeni to give a lecture during a game design class.

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

Workshop - "Board Games for Social Innovation"

I taught a one week workshop at University of Nimes in collaboration with Prof. Margherita Pillan and Prof. Alain Findeli, within the Erasmus+ Program.

### **10/2014 - 01/2015: Lecturer Collegio di Milano**

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

The objective was to introduce design culture to non design students by teaching them to create a concept for a smartphone application.

### **10/2014 - 01/2015: Teaching Assistant Politecnico di Milano, School of Design, Milan, Italy**

Theoretical class about communication design, perception theories and interaction design.

### **24-28 11/2014: Students' tutor Politecnico di Milano, School of Design, Milan, Italy**

Workshop - "Scouting for sense"

### **12-16 05/2014: Students' tutor Politecnico di Milano, School of Design, Milan, Italy**

Workshop - "Beyond Simplicity" - in collaboration with TIM Spa

### **10/2013 - 01/2014: Teaching Assistant Politecnico di Milano, School of Design, Milan, Italy**

Project Lab Course - "Interaction Chiromancy"

## **EDUCATION**

**2013 - 2016** Phd in Interaction Design Politecnico di Milano, Design Department, Milan, Italy (+)

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

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

**2000 - 2005** High School Diploma

### **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

### **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

# INTERACTIVE MULTIMEDIA PROJECTS + PROTOTYPES

## UX/UI design and creative direction

(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 main interactive processes with Illustrator software
- Presentation and delivery

### 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

### 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 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

### 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

### MAGIC INTERACTION, 2012 (+)

An experimental and radical design project investigating the role of design of gambling games on 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 (+)** (game design, gameplay design, interactive storytelling)

## COMMUNICATION DESIGN PROJECTS

### Graphic design, video, content curation, event organization and production

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

#### 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 (+)

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.

#### Other Events Curated

**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

**DeSForM Conference 2015 (+)** I managed the conference website, the design of conference image (logo and communication materials) together with helping in the review process and relationship with keynote speakers.)

## 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)

- Dadaclub.online (+)

#### A.WAY

- *Art Games Demos #2*, curated by Isabelle Arvers and Chloé Desmoineaux. (+)

- *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 (+)

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

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

- *Playdate at LA Zine Fest 2016*, Los Angeles (+)

#### ABSURD ELEVATOR SIMULATOR

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

- *Playdate at LA Zine Fest 2016*, Los Angeles (+)

#### MAGIC INTERACTION

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

## INTERVIEWS

*Perchè è fondamentale coinvolgere sempre più donne nella comunità Wikipedia*, by Sonia Garcia, Motherboard Italia, March 14, 2017 (in italian only - this is an article where I was interviewed as organizers of Art+Feminism Wikipedia Edit-a-thon 2017 in Milan) (+)

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

## INTERNATIONAL TALKS AND PRESENTATIONS

### 2017

- *Questa pagina è stata cancellata. Limiti e possibilità di Wikipedia in italiano nella creazione di una cultura più inclusiva su videogiochi e arte digitale.* Internet Festival 2017, October 5-8, Pisa, Italy (+)
- *Come ho cercato di combattere il sessismo su Wikipedia in italiano.* Vice Italia, June 27, 2017 (an article I wrote for VICE Italia narrating what happened to some of the pages created during the last A+F Wikipedia Edit a thon in Milan) (+)
- *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.
- *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 LIST

### 2017

- Vitali, A.A. (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 (+)
- 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. (+)
- Pillan, M., Spadafora, M., Vitali, A.A. (2014). *Foretelling and Shaping the Future of Technology: The Role of Communication Designers in the Design of Innovation.* A Matter of Design. Proceedings of the V STS Italia Conference 2014, edited by C. Coletta, S. Colombo, P. Magaudda, A. Mattozzi, L.L. Parolin and L. Rampino, Milan, STS Italia. (+)
- 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.