

Annamaria Andrea Vitali, PhD

Senior Project Manager & Communication Designer

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Born on July, 1986. From Italy - to the world - with Love 🌹

I like listening to people and helping them to **frame** their needs and stories from the right perspective, that means: set the **right questions**, before proposing the best solutions. So, get in touch if you need help to: **define** an idea after a creative brainstorming, **communicate** a concept through a slide deck, **tell** your story and go public on digital media, **design and direct** engaging learning experiences for mindset change.

#PresentationDesign #DigitalStorytelling #ProjectManagement #Play&Learn



**Secret wish...
I'm working on...**

Write a book on a desert island.

Wannabe writer and digital creator for wellbeing and personal growth.

Learning my third language: Spanish

OK. LET'S START.

Work experience

2018 - Today

H-FARM INNOVATION

Senior Designer & Project Manager

2016 - 2018

Freelance designer

10/2013 - 10/2016

Telecom Italia - Innovation - Research and Prototyping - JOL S-Cube

PhD Researcher

2012 - 2013

Freelance designer

03/2011 - 06/2011

DRAPHT Creative Agency

Graphic Designer

Education

2013 - 2016

Politecnico di Milano

PhD in Design

2009 - 2012

Politecnico di Milano

Master Degree in Communication design

2006 - 2009

Politecnico di Milano

Bachelor Degree in Communication design

 **2005 - 2006**

Università Cattolica del Sacro Cuore

STARS - Journalism - 1st year - then I moved to Design... what if...



Software I work with mostly everyday



Google Workspace tools

Google Doc, Google Sheets, Google Presentation, Google Drive



Presentation Design Tools

Keynote, Microsoft Powerpoint



Workplace communication tools

Slack, Microsoft Teams



Design software

Illustrator, Photoshop, Indesign

Take the bad with the good of my skills & competences

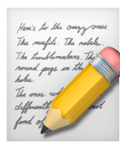


PEOPLE MANAGEMENT

Guarantee good vibes for leaderful teams

Very good.

I'm currently working in a very special place, called H-FARM INNOVATION. Together with my colleagues I wrote [this article](#) about leaderful teams. Check it out! 🙌



PRESENTATION DESIGN & STORYTELLING

To make a cake is not just a matter of putting the ingredients all together!

Very good.

I'll be the external eye on your story: an effective presentation - or communication strategy - is about telling the essentials and re-mixing the contents in the best way for achieving your communication goals.



UX & UI

Something I did during my study

Quite good

I mean: I can revise your concept or design one at a very high level. For sure, my PhD provides me a good critical eye to evaluate the consistency and coherence of the UX/UI of digital artifacts. But, for operative tasks, I prefer collaborating with someone who really puts his/her hands on UX/UI software.



ORGANIZATIONAL SKILLS

I've learned to design quite appealing gantt

Very good.

Give me something complex to achieve, I look at it, break it down into smaller pieces and make it happen one piece at a time – multiple pieces at a time actually :)
Self motivated and responsible.



INTERACTIVE LEARNING EXPERIENCE & PEOPLE ENGAGEMENT

Gamification is dead!

Good.

I got a PhD in design with a focus on entertainment, video games and digital media as an enabler of meaningful experiences. So I like to explore the use of interactive technologies and multimediality to design learning paths avoiding gamification, which is...dead. I wrote something about this topic [here](#) 🙌



CODING & DEVELOPMENT

I tried

Not my cup of tea

Yeah, I do not code, but I did in the past for my PhD research. At least I can say I like learning and trying new things outside my comfort zone :)

What else?

For any other information, publication list and design projects, check out my [Portfolio](#)

Wanna chat?

Send me an email >>>

andrea@andreavitalidesign.it

