

Annamaria Andrea Vitali, PhD

Senior Communication Designer
& Project Manager

🦀🌊 Born on July, 1986. From Italy.

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[Portfolio](#)

#PresentationDesign
#DigitalStorytelling
#ProjectManagement
#Play&Learn
#UserExperience
#🧠❤️

You can read my 🧠 driven bio on [LinkedIn](#).

Let me share some highlights from my ❤️

I like **writing** and **talking** a lot.

[Here](#) you can find a list of my **publications** and **public talks**.

Recently, I've been **thrilled** to conduct a **live show** in H-FARM INNOVATION, where I'm actually working.

The event was [Crews 2021](#).

I've always dreamt about being an **artist**, [I was](#) a kind of in 2017, one of the weirdest time of my life. Other exhibitions are listed [here](#), within my publications. If you wish to play some playful prototypes I did, you can go to [this old link](#).

One thing I'm very proud, I was **co-founder** of [voidLab](#).

Secret wishes?

I wish to write **my first book in 5 years** so, for now, I'm

improving my writing skills. Meanwhile I like promoting and talking about personal **wellbeing and self-development**, I practice **meditation** and I'm studying my third language, **Spanish** 😊

Get in touch if you need help to: **design and direct**

engaging learning experiences, **define and narrate** an idea after a creative brainstorming, **tell** your story and go public on digital media, or *wherever you need a brain + a heart*.

🧡🙏

Work experience

2018 - today

H-FARM INNOVATION

Senior Designer & Project Manager

2016 - 2018

Freelance Communication Designer

(special collaboration with: Paola Peila Strategie Turistiche, Enersem SRL)

2017

Event coordinator & co-organizer

Art + Feminism Wikipedia Edit a Thon
(In collaboration with Wikimedia and BASE Milano)

2013 - 2016

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

PhD Researcher

2012 - 2013

Freelance Designer

Communication Designer

(collaboration with: Draph Creative Agency & other)

Education

2013 - 2016

Politecnico di Milano

PhD in Design

09/2015 - 07/2016

UCLA GAME LAB - Design and Media Lab Department

Visiting Researcher

09/2015

HEADSTART International School for Indie Game Development

Antwerp, Belgium

07/2015

Scuola Civica di Milano - Narrative Game Design & interactive Storytelling

With We Are Muesli

2006 - 2009

Politecnico di Milano

MSc in Communication Design

🧐 **2005 - 2006**

Università Cattolica del Sacro Cuore

STARS - Journalism (then I moved to design)

Skills & Competences

People Management

Very Good

I've been "trained" to direct project team up to 10-15 people. During my experience in H-FARM Innovation I've also become passionate about how contemporary teams and organisation approach leadership today. Read more in [this article](#) about leaderful teams. Let me know what you think! 🙌

Organisational skills

Very Good

Self motivated and responsible. Very confident in managing complexity and setting the project roadmap to make it happen at its best, both for the project team and for the clients.

People Engagement & UX Design

Very Good

I do believe in the power of interactivity and digital media to enable consistent and meaningful experiences for people. That's why I like exploring novel expressive dimensions and/or engagement pattern while curating the experience design of learning paths and/or engagement initiatives. I wrote something about this topic [here](#) and [here](#) 🙌

Storytelling & Presentation Design

Very Good

Innate skill for finding the fil rouge behind the mess of a brainstorming, a new project or a new idea: we'll find together the best story for "going public".

Coding & Development

Not my 🍲

I do not code, but I did in the past. I put my hands on the design and coding of experimental video games, interactive narratives and digital interactive art. So, I can say I like learning and trying new things outside my comfort zone and experimenting with code & technology.

Software I work with

Google Workspace tools

Very Good

Google Doc, Google Sheets, Google Presentation, Google Drive

Workspace communication tools

Very Good

Slack, Microsoft Teams

Presentation Design Tools

Very Good

Keynote, Microsoft Powerpoint

Design Software

Very Good

Illustrator, Photoshop, indesign

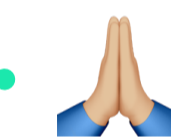
Language

Italian

Mothertongue

English

B2



Thanks for reading.

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorise you to use and process my personal details contained in this document.