



*They say you should work with me  
whenever you need a brain + a heart.*

**Challenging creativity and entrepreneurship  
through design, art and business innovation.**

Freelance designer & independent design  
consultant for people, dreamers  
and organizations.

**Born in Italy in 1986. Digital nomad.**

**Currently based in Fuerteventura** 🌴🏝️

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## ABOUT ME

I love writing, drawing, and listening. And 🏄🏻‍♂️

I'm curious about everything regarding  
that *solo journey* which all of us are  
undertaking: the journey towards our real self.  
Indeed, after a PhD in Design and four years  
working for a consultancy company, since  
2021 I've started reinventing the way I live  
and work on a desert island, Fuerteventura.

To give you an idea of what I can do well,  
I use a sentence a colleague of mine once  
told me: *I will call you every time I need  
a brain + a heart.*

I like **understanding and managing  
complexity and seeing the essence** behind  
a concept or an idea (the brain) and then,  
**design** the final output bringing to life this  
essence in **novel way** within the limits  
of the medium (here comes the heart).

By this awareness and mixing design,  
art and storytelling I work as **service and  
communication designer** at the intersection  
of design, business, strategy, people and  
culture.

And more, today I'm applying these skills  
to two dream projects of mine: **The  
Dreamcatcher** and **Nareda Danarè**.

For more info, please visit [my website](#).

## Work experience .....

**11/2022 - Today**

**Freelance Designer and Independent Design Consultant**

I collaborate with international organisations, consultancy  
companies and individuals offering **content and communication  
design services**, for example: presentation design  
and storytelling, learning design, content writing,  
logo and branding design, illustration, event design  
and management. I also work as **service designer** for workshops,  
brainstorming and idea generation sessions, interviews and user  
research, user journey mapping, UX/UI design.

**11/2022 - Today**

**The Dreamcatcher**

**Founder** ✨

The Dreamcatcher is an independent design project of mine,  
which mixes **design thinking, storytelling and entrepreneurial  
mindset to help people envisioning, designing and mapping  
roadmaps and strategies** to transform their dream projects  
into real living stories.

**04/2022 - Today**

**Tribe Lead - Creative Harbour**

The Creative Harbour experiences are two weeks long  
transformative co-living and co-working experiences for group  
up to 12 smart workers. In vest of tribe lead, I'm in charge  
of **organising and planning daily activities** granting a smooth  
and engaging experience for all the participants and, **creating  
a safe and trustful environment** where they can learn  
a new work-life integration.

**02/2018 - 06/2022**

**H-FARM INNOVATION**

**Senior Designer & Project Manager**

During my experience at H-FARM Innovation I worked  
both as **Communication and Service Designer**.

I worked on different kind of projects: from **user research  
and mapping of digital/learning experiences and services**  
to the design of **digital/in person games, team building,  
unconventional learning experiences** for more than 200 people,  
**innovation programs, content writing, presentation design,  
workshop and idea generation facilitation**. For these projects  
I worked both as designer during the design/delivery phase  
and as **project manager** too, coordinating **teams up to 15/20  
people** and interacting directly with the clients (medium/large  
organizations such as: Novartis, Prelios, Bulgari, Generali,  
Unicredit, Luxottica).

**2016 - 2018**

**Freelance Communication Designer**

**2013 - 2016**

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

**PhD Researcher**

During my PhD I worked for the research department of Telecom  
Italia, conducting UX/UI research for the design  
and development of digital solutions and services using  
multimedia and IoT technologies.

# A Andrea Vitali, PhD

Design, Art & Storytelling

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## Education .....

**09/2021 - 11/2021**

**Design to Be**

Online EQ training for Designer.

**2013 - 2016**

**Politecnico di Milano**

**PhD in Interaction Design**

*Thesis title: Meet me in play. Creative processes and expressing  
techniques for playful multimedia.*

An experimental research, which starting from the analysis  
of authorial and independent video games, went through  
the design and development of interactive prototypes  
and playful experiences, exploring the potential of multimedia  
and aesthetic to create meaningful experiences, both  
for the author and the final audience.

**09/2015 - 07/2016**

**UCLA GAME LAB - Design and Media Lab Department**

**Los Angeles**

*Visiting Researcher*

**07/2015**

**Scuola Civica di Milano - Narrative Game Design & interactive  
Storytelling**

*With We Are Müesli*

**09/2015**

**HEADSTART International School for Indie Game Development**

*Antwerp, Belgium*

**2006 - 2012**

**Politecnico di Milano**

**BSc + MSc in Communication Design**

## Software I work with .....

**Presentation Design Tools**

Keynote, Microsoft Powerpoint

**UX/UI, Web Design**

Figma, Wordpress + Elementor

**Learning Design**

Rise 360°

**Workspace and communication tools**

Microsoft 365, Slack, Discord, Google, Miro

**Design Software**

Illustrator, Photoshop, Indesign

**Code and development**

Javascript, C#, Arduino (Yes I did it, during my PhD 😊)

## Languages .....

**Italian**

Mothertongue

**English**

Professional level

**Spanish**

Intermediate