



# La Vitali Design

Design, Art & Storytelling

I am Andrea Vitali, **PhD in Design** and **Communication Designer**. I help companies and freelancers **bringing their value to the forefront** by accelerating the **creative processes** that turn their visions into tangible outcomes.

## I listen, I draw, I write.

The Ocean is my base.  
I am on a journey.

## CONTACT

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## Who is La Vitali

Annamaria Andrea Vitali on my birth certificate, always **Andrea Vitali**, or **La Vitali** to my colleagues.

I hold a PhD in Design, with study and research experiences between **Italy** and the **United States**.

For four years, I worked at **H-FARM Innovation** as a designer and project manager on innovation and digital transformation projects.

A **slow traveler** and **Vipassana meditator**, since 2022, I have made a desert island in the middle of the ocean my base, embarking on my career as a freelancer. My heart is scattered around the world. I travel for work and the desire to grow.

## My favorite word

Life

## One thing that never tires me

Research (professional, artistic, and personal)

## My superpower

Listening, and seeing.

## Not-so-superpower

Listening, and seeing... too far ahead.

## What I believe in

The beauty that carries meaning.

## What I absolutely cannot keep quiet about

Consent as the only way.

## Spoiler

I wrote a book, which will be released in 2024.

## My most creative and conscious part

[Nareda Danarè](#)

## WORK EXPERIENCE

### November 2022 - Today

#### Creative Director and Communication Designer

I collaborate with international companies, freelancers, and startups as a **creative director** on **visual communication projects, content development**, and **experience design**.

My work primarily focuses on:

- **branding** and **visual identity**;
- **graphic design** for **internal communication campaign** and/or **training materials** for print and digital platforms;
- **presentation design** and storytelling;
- **illustration**.

I have a strong ability to **work collaboratively with international teams**, both in English and Italian, ensuring effective communication and alignment across different cultures. As a freelancer, I am **highly self-motivated** and adept at managing projects independently, meeting deadlines, and delivering results that align with clients' goals.

#### Presentation Design Lecturer

I design and deliver courses on presentation design, teaching principles of storytelling and visual communication to help professionals craft impactful speeches and presentations.

### April 2022 - April 2023

#### Tribe Lead - **Creative Harbour**

Creative Harbour experiences are two-week co-living and co-working programs for groups of up to 12 people. These experiences challenge participants to step out of their comfort zones and **explore the true integration of life and work in a smart working environment, far from home**. As a Tribe Lead for one year, **I organized and led three experiences in Fuerteventura**, ensuring that all participants had a positive and constructive experience.

My main challenge in this role was to create and maintain a safe environment where everyone felt free to share ideas, emotions, and reflections while adapting to a new and dynamic context.

### February 2018 - June 2022

#### Senior Designer and Project Manager - **H-FARM INNOVATION**

During this experience, I was responsible for:

- **designing** and leading creative direction for **unconventional training programs** for the employees of large companies and organizations;
- managing and **delivering online and offline events**;
- **User experience research projects** for mapping internal tools and processes to identify new solutions and areas for improvement;
- **facilitating workshops and classes** on presentation design, brainstorming, and idea-generation events.

As a project manager, I coordinated teams of up to 15 people. My primary stakeholders included the **Innovation, Research & Development, and Human Resources divisions** of companies such as Novartis, Prelios, Bulgari, Generali, Unicredit, and Luxottica.

### October 2013 - October 2016

#### Telecom Italia - Innovation - Research and Prototyping - JOL S-Cube - PhD Researcher

During my PhD, I worked as a **UX/UI researcher** for the Innovation Department of Telecom Italia. In this role, I supported internal research teams in exploring, ideating, and visualizing new technological scenarios based on the Internet of Things and smart technologies.



## Tools I use and skills I've developed

### Design Software

Illustrator

Photoshop, Indesign

After Effects/Premiere

### Presentation Design Tools

Keynote, Powerpoint etc.

### UX/UI, Web Design Platform

Figma

Wordpress + Elementor

### Learning Design Tools

Rise 360°

### Workspace and communication tools

Microsoft 365, Slack, Google, Miro

### Code and Development

Javascript, C#, Arduino

### Visual Communication

### Content Design e storytelling

### UX Design/Research

### Learning Design

### Game Design

### Workshop Facilitation

### Problem setting (e problem solving)

### Cognitive Science

### Project Management

### Meditation and listening skills

### LanguageLanguage Skills

**Italian:** Native Speaker

**English:** B2 Level

**Spanish:** B1 Level

## EDUCATION

### 2013 - 2016

#### PhD in Interaction Design - Politecnico di Milano

**Research title:** [Meet me in play. Creative processes and expressing techniques for playful multimedia.](#)

The experimental research began with the analysis of several **independent video games** and evolved into the design and development of prototypes for **interactive and narrative experiences**. Through this process, I was able to establish a **theoretical and practical model** of how, using the expressive languages of interactive multimedia, meaningful experiences can be created by engaging various cognitive and aesthetic levels to generate sense and meaning

### 09/2015 - 07/2016

#### [UCLA GAME LAB](#) - Design and Media Lab Department, Los Angeles - Visiting Researcher

During the 2015-2016 academic year, I had the opportunity to complete my PhD research at an international research lab, the Game Lab at the **Design and Media Arts Department** at the University of California, Los Angeles.

During this exchange period, I collaborated with artists and researchers from the lab, exploring the **design and programming of simulators and digital worlds** using Unity3D, as well as interactive experiences based on Arduino and sensors, thus **completing the experimental part of my PhD research.**

### 07/2015

#### Scuola Civica di Milano - Narrative Game Design & Interactive Storytelling - Summer School by We Are Muesli

An intensive one-week course where, divided into teams, we **designed, wrote, and programmed a narrative video game** using the Ren'py platform. The course's goal was to learn basic theories and techniques for creating a **narrative video game**, where storytelling and interactivity intertwine to offer meaningful experiences to end users.

### 09/2015

#### HEADSTART International School for Indie Game Development, Antwerp, Belgium

### 2009 - 2012

#### Master Degree in Communication Design, 110L - Politecnico di Milano - Thesis title: [Magic Interaction. Gambling Games and the Irresistible Illusion](#)

The thesis explored the world of gambling games through the lens of design to understand which interactive and sensorial design features influence player's experience to the point of triggering the development of a pathological addiction. The result was a model of the rhetoric of gambling games, which, rooted in game design theories, connects some of the key cognitive dynamics of pathological gambling with elements of the design and development of the games themselves.

### 2006 - 2009

#### Master Degree in Communication Design, 109/110 - Politecnico di Milano