

I am a seasoned Designer and Innovator living between Milan and Dublin, with over 15 year's professional experience. I consult on a broad range of projects, working in a multi-cultural/skilled environment. I bring clarity and an empathic focus to each stage of the project bringing the best from team whereby innovation flows through project streams, naturally.

Skills

Interaction Design. Master's degree in Interaction design. Bringing together the space between people, product and environment in a meaningful way or creating a WOW experience, for the customer or the client. Generating insights, making data usable and beautiful. Methods include user research, interviewing, synthesizing, rapid prototyping, iterating, information architecture, flow diagrams, blueprinting, storyboarding and testing.

Visual Design. Be it a 10meter billboard or a 2 x 2cm interface, full brand identity, a photorealistic render, a short film or fine tuning colour correction. My experience in visual design and art direction reaches the highest levels in project execution ensuring the message and visual identity is coherent and sharp though out diverse media respecting the clients' identity and visual culture.

Verbal & Written Communication. Delivered presentations to large audiences. Experience pitching projects, running workshops, brainstorming sessions, writing briefs, scientific papers, requirements documents, functional specifications, business model canvassing, competitor analysis, task analysis and usability reports.

Project Management & Teamwork. Have recruited and built teams of designers, engineers, developers, anthropologists and scientists. Defined external agencies' work outputs, set schedules, managed client relationships, and determined goals and deliverables. Comfortable negotiating design issues within and pushing technical constraints.

Product Design and Development. Cum Laude degree in Industrial design. Other practice areas include user research, competitor analysis, ergonomics, material science, concept generation, complex 3d modelling, photorealistic rendering, diverse engineering liaisons, manufacturing and OEM sourcing.

Software. Experience working at the highest level completing complex tasks in visual, 3d or data software suits, working onsite or remotely, constantly keeping up with the state of the art and updating with new releases.

Experience

Managing Director, tictoc platforms | Dublin, Ireland

2011 - 2016

tictoc platforms ltd. is an Irish start-up company, founded in 2011. tictoc's core focuses on Information Based Energy Management (IBEM) applications for the smart-grid economy. tictoc used design thinking methods and behavioural science along with BIG DATA in product refinement. Some of the Achievements included:

- Recruited built and set the culture for a globally dispersed team;
- Secured funding from Enterprise Ireland of 40,000€;
- 1st company in Ireland Recognised as a third party energy service provider by the CER;
- Received Microsoft funding through Bizspark;
- Awarded innovation project by utility EDF for international competition 'sharing energy in the city 2030';
- Built multi-tier cloud and RestAPI technology stack providing hybrid/native mobile app solutions;
- Qualified and participated in numerous Innovation and Startup Bootcamps throughout Europe.

Primary Tasks

Business development, Recruiting, Strategy, Pitching, Product Development, Market research, Reporting, App. And Software development, Statistical and Big data analysis, Interviewing, Syntisizing, Prototype development, Hardware and Software sourcing, Product testing, Data visualisation, Copy-writing, Brand development.

Selected Consultancy Projects

Adidas Group | Nuremburg

2017

Innovation consultant/Public speaking

I was invited by Adidas maker lab to give an Inspirational talk during Adidas Inspirational days in HQ, the 1 hour talk was followed by a design thinking workshop, exploring 3 types of innovation methods. A coaching workshop where 12 Adidas employees signed up for the 12 slots to participate in **paste, peel, dream**, exploring 3 different ways of thinking 'additive innovation evolution', 'subtractive innovation evolution' and 'dreaming'.

Primary tasks

Public speaking, Coaching, Team Building, Problem creating and solving.

Si Produzioni srl | Bologna, Italia

2007-2017

Innovation/Creative Consultant

Provide 'Interaction and Experience' consultancy mainly for Interactive Exhibitions or Events. Pre-project work includes project presentations, international tenders' documentation and pitching, moving through to building project specific teams, building the Projects Visual Identity in some time *unrealistic* time scales.

Primary tasks

Art direction, Visual & Interaction design, Outsourcing expertise, Team building, Hardware/software development, Project scheduling.

World Bank | Istanbul/Venice

2016

Art direction

Consulting with Si Produzioni, Bologna we won an international tender from the World Bank (WB), a 5 day event, with 650 members from 100 countries and over 350 organizations. The five days were filled with over 50 sessions, including training events, workshops, technical sessions and plenaries. Two months prior to the event the location changed from Istanbul to Venice, achieved with a super team and the innovation dept. of the DFDRR (WB). I over saw all media, printed and digital, including the on-site image and exhibition.

Primary tasks

Art direction, Visual design, Experience design, Data Visualisation, Infographics, Stage design, Design of layout and people movement/flow.

Gruppo Hera | Emilia Romagna, Italia

2015

Electric Road

Gruppo Hera is Italy's fastest growing Utility. Designed and developed a competition giving 12 free Electric vehicles to 12 lucky winners for 6 months, the project was documented, interviews taken before, during and after event. The data gathered was analysed by the department of computer science in TCD, providing consultancy to Gruppo Hera on future mobility pricing plans.

Primary tasks

Project pitch, Art direction, Visual design, Interviewing, Questionnaire design, Data analytics, Project scheduling.

Ardán Audio | Milano/Dublin

2010

Elevation Pro

Designed and managed the project from original white paper through to agreed design brief. Full circle product design from sketching through to production, packaging, brochure and logo. The Elevation Pro was awarded two Patents.

Primary tasks

Product design, Precision engineering, Manufacturing sourcing, Tooling, Project scheduling, Brand development, Packaging.

European Comission/EESC | Brussels/Milano/Dublin

2009

Bee Diverse

In 2009 I was awarded 1st prize for the EESC design 09 competition for a sustainable gift on behalf of the European Commission. Managed manufacturing of 500 units produced in Italy and Ireland, United in Bio-diversity.

Primary tasks

[Project presentation](#), [Product design](#), [Managed manufacturing](#), [Public speaking](#), [Project scheduling](#).

Eugea srl | Bologna, Italia

2008

Coco Christmas

A Christmas tree decoration, that grows into a flower in the spring. The Innovation nearly doubled the Eugea sales for Christmas 2008, and is still on the market. Coco hair is an abundant material and ideal for germination.

Primary tasks

[Project pitch](#), [Product development](#), [Entomology and Material Science](#), [Packaging](#).

Gruppo Hera | Emilia Romagna, Italia

2007-08

casaHERA

An interactive exhibition that allows visitors to analyse their energy consumption and gives an *itemized break* down of their household consumption and personalised feedback on saving according to *'their own behaviour'*.

Primary tasks

[Project pitch](#), [Art direction](#), [Interior design](#), [Visual design](#), [Interaction design](#), [Project management](#), [Software/hardware development](#).

EDF | Paris, France

2007

IN>LUCE

Derived from a scientific paper, In>Luce was presented during 'So-watt' exhibition in Paris, 2007 and travelled through Europe. IN>LUCE translates environmental data and creates awareness in public environments.

Primary tasks

[Art direction](#), [Visual design](#), [Interaction design](#), [Project management](#), [Data visualisation](#), [Public speaking](#).

Languages

English | mother tongue

Italian | proficient to business level

Education

2011 | [Institute of Technology](#) Dundalk, Ireland. Entrepreneur business program.

2002 | [Domus Academy](#) Milan, Italy. MA in Interaction Design. (Awarded scholarship).

Graduated with distinction. Thesis project, a set of social mobile tools, was sponsored by Nokia.

1999 | [National College of Art and Design](#) Dublin, Ireland. BDes in Industrial Design, (Cum laude).

Participated in the faculty meetings as class representative.

Further

I am a curious guy, with a large network of creative and exceptional professionals. Technology and the future of creativity and education are topics I follow. I am very keen on sustainability and exhibit annually with a design and research group I founded in Milan in 2004, [Positiveflow](#).