

Summary

Francesco Saverio starts his design-education path by studying Industrial Design at IUAV, in Venice, where he learns to love and craft the materials and graduates with a thesis about a cell phone with new ergonomic standards and eco-compatible materials; he then moves into the digital domain by getting a master in Visual, Multimedia and Multimodal Design where he sharpens his visual skills and learns to deal with shapes, pixels and frames, he eventually graduates with a project about a web-based semantic community system; thanks to his advisor (Gillian Crampton Smith, founding director of Ivrea Institute of Interaction Design) Francesco gets introduced to the relatively new discipline of Interaction Design. After working as Lead Multimedia & Web Designer for Mondadori in Milan for one year Francesco moves to Copenhagen and joins the pilot year of the Copenhagen Institute of Interaction Design (CIID) where he has the opportunity to employ his previous skills into a user-centred design process. Since 2009 Francesco has been working as an

Interaction & Service Design Consultant in order to explore and experience directly how the Interaction Design methods are applied in different companies across Europe.

In his daily activity as designer Francesco is interested in getting inspiration from people – to gather their creativity and knowledge to co-create and develop ideas while considering a social and sustainable framework as a foundation.

He strongly believes in making changes through small actions and considers his role to be a catalyst to ease the design process in order to realise those changes.

Francesco loves to work with people from all over the world as he feels that magic moments of the creativity happen when different cultures and experiences come together.

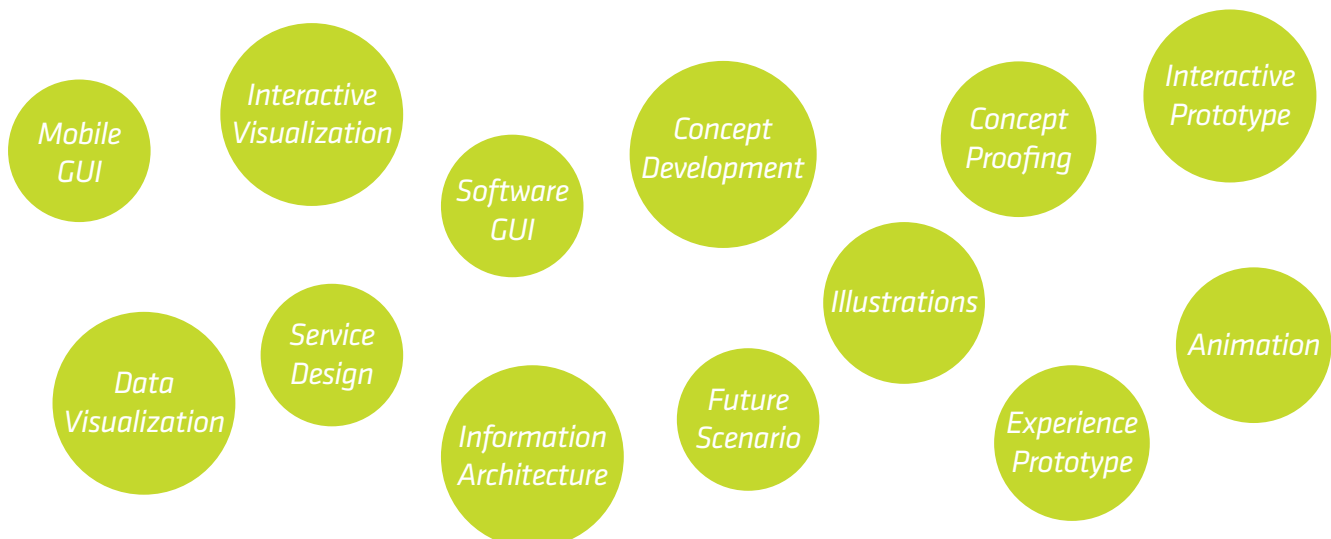
He has been living in Argentina, Portugal, Italy and Denmark and likes to consider his life as a never-ending learning journey across the world.

Experience

As a freelance Interaction Designer Francesco has been working in the last 3 ½ years mainly for *Copenhagen Institute of Interaction Design*, *Designit Copenhagen*, *Fjord Madrid* and *Mondadori*; in these companies Francesco has developed several projects for clients such as Maersk, Novo-Nordisk, TDC, Ono, Novero, Københavns Kommune; from the concept development to the experience prototyping, through user research, service mapping, paper prototyping

and more, Francesco has been either responsible or part of the development of projects like multimedia services for family entertainment, waste collection improvement services, library content-navigation installations and portable music devices.

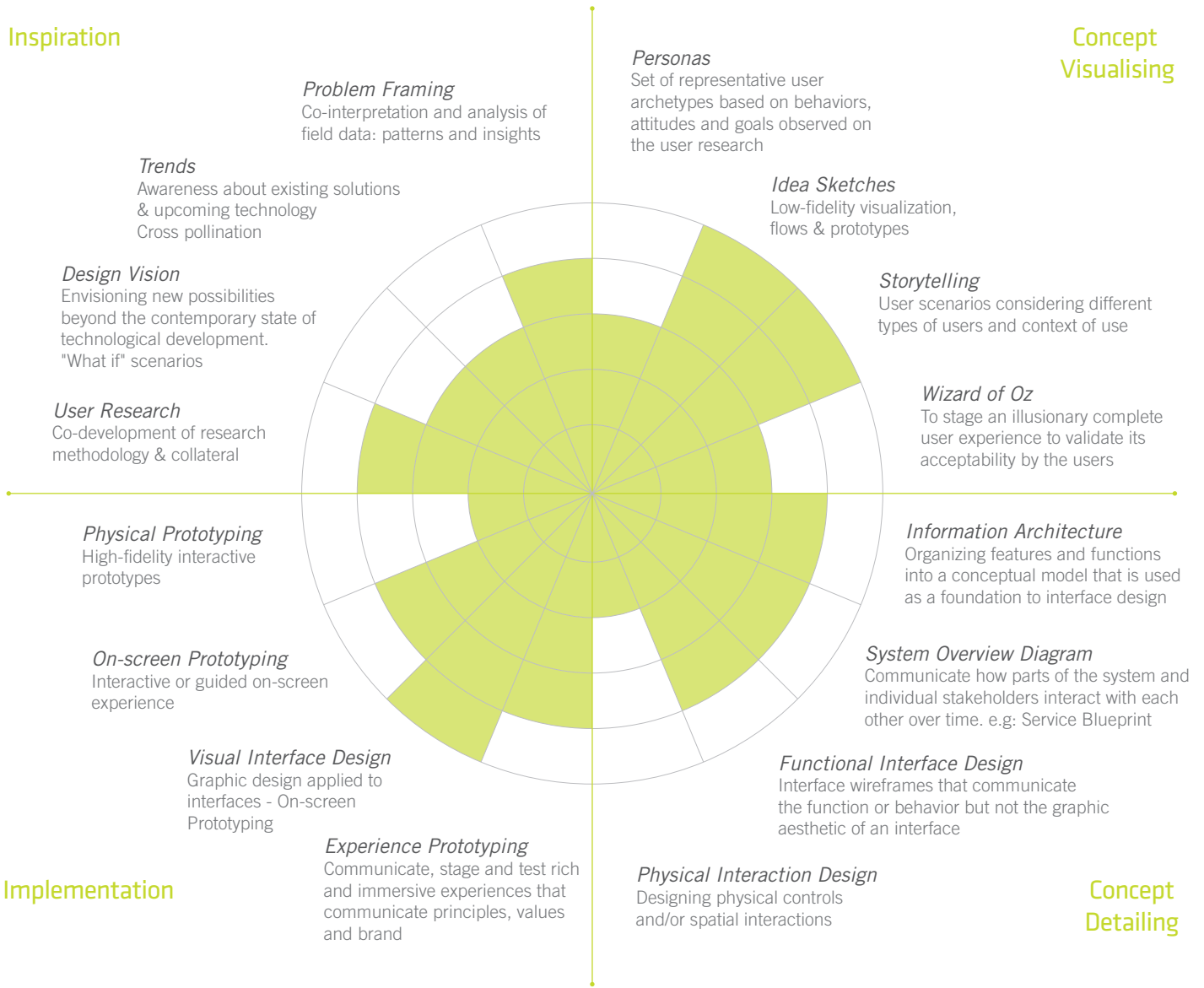
Over 90% of the projects are currently under Non Disclosure Agreement, the following diagram is a simplified list of representative tasks/areas of intervention:



Skills Map

Inspiration

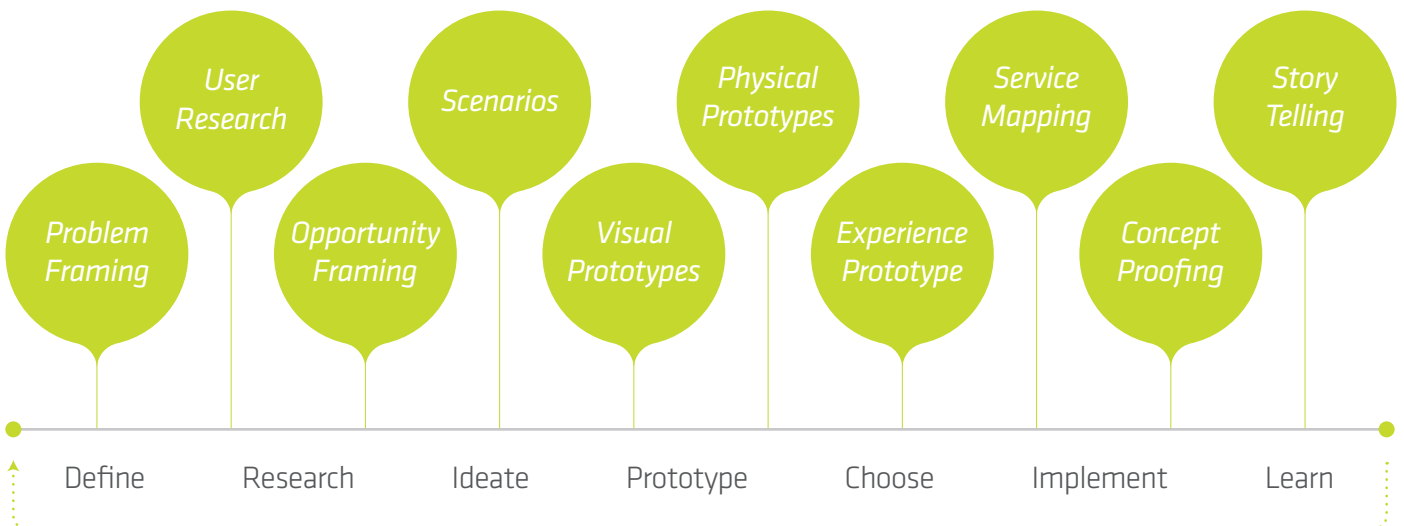
Concept Visualising



Implementation

Concept Detailing

Process



This diagram represents the areas in which Francesco feels comfortable throughout the iterative process used in the Interaction Design field.

Main Clients

CIID

ciid.dk

Design By Research

designbyresearch.dk

Designit Copenhagen

designit.com

Fjord Madrid & Stockholm

fjordnet.com

BBVA

bbva.com

Copenhagen Main Library

bibliote.kk.dk

KL

kl.dk

Kombit

kombit.dk

Maersk

maerskline.com

Mondadori

mondadori.it

Nordnet

nordnet.se

Novero

novero.com

Novo Nordisk

novonordisk.com

ONO

ono.es

Toyota

toyota.com

Vestforbrænding

vestfor.dk

● Consultancies

● Clients

Education

2008 - 2009

Ma

Ma in **Interaction Design** at Copenhagen Institute of Interaction Design (CIID)
Graduated with a service design project focussing on improving municipal solid waste management and related resources.
Advisors: *Christopher Scales, Simona Maschi*

2004 - 2007

Ma

Ma in **Visual and Multimedia Communication** at Università IUAV di Venezia
Graduated with a web social software based on semantic visualization through tags and avatars.
Advisors: *Gillian Crampton Smith, Philip Tabor*

2000 - 2003

Ba

Ba in **Industrial Design** at Università IUAV di Venezia
Graduated with a environmentally-friendly and ergonomic mobile phone project.

Languages



Italian



English



Spanish



Portugues

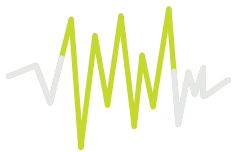
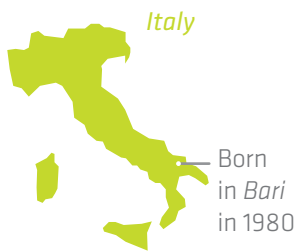


German



Danish

Personal Info



Cut and collection of music samples



Travel with a blue Vespa GTR from '74



Hike and MTB in the alps



Member of Københavns Frisbee Klub

Thanks

Thank You for taking the time to go through my Curriculum, feel welcome to contact me for any inquiry or further informations.

Sincerely