



## curriculum vitae

### PERSONAL INFORMATION

Surname	<b>Pirrone</b>
Name	<b>Laura</b>
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Skype	<b>laurapirronedesigner</b>
Nationality	Italian
Date of birth	22 September 1988

### Education and training

DESIGN

• Date (from – to)	October 2015 - February 2017
• Name and type of organisation providing education and training	Poli.Design, Politecnico of Milan, Italy
Duration of the program of study	2 years
• Principal subjects/occupational skills covered	<ul style="list-style-type: none"> <li>- Design modules (Strategic design, Service design, Design tools, Product Service System design, Product design, Design Culture)</li> <li>- Management modules (strategic and operative marketing, project management, entrepreneurship, corporate strategy, technology management)</li> <li>- Intersection modules (Design strategies, innovation management, design intensive entrepreneurship, design management)</li> </ul>
• Title of qualification awarded	Master in Strategic Design (MDS)
Final mark obtained	108/110
• Date (from – to)	October 2010 - July 2013
• Name and type of organisation providing education and training	University of Camerino - "Eduardo Vittoria" School of Architecture and Design, Ascoli Piceno, Italy
Duration of the program of study	2 years

• Principal subjects/occupational skills covered	- Industrial Design and project management - Communication Design - CAD/CAM modelling - Rapid Prototyping, Reverse Engineering, Robotics - History and Culture of Design - English
• Title of qualification awarded	Design Master Degree
Final mark obtained	110/110 with honors

• Date (from – to)	September 2012 - February 2013
• Name and type of organisation providing education and training	Mimar Sinan Fine Arts University, Istanbul, Turkey
Duration of the program of study	6 months
• Principal subjects/occupational skills covered	Product design Illustration and presentation techniques Electromechanics Model making Free drawing Print making
• Title of qualification awarded	Erasmus Exchange Student
Final mark obtained	no mark given

• Date (from – to)	October 2007 - July 2010
• Name and type of organisation providing education and training	University of Camerino - "Eduardo Vittoria" School of Architecture and Design, Ascoli Piceno, Italy
Duration of the program of study	3 years
• Principal subjects/occupational skills covered	Basic design Industrial design Aesthetics of industrial product Ergonomics Materials and product technology Mathematics and Statics Computer-Aided Design History and Culture of Design English
• Title of qualification awarded	Industrial and Environmental Design Bachelor Degree
Final mark obtained	110/110 with honors

## graduation thesis

Title	Research and analysis around aging society and development of products and systems for seniors' outdoor fitness
Language	Italian
Supervisor	Lucia Pietroni
Thesis Summary	<p><b>ANALYSIS</b>  <i>Ageing Society</i> is a world trend that strongly characterizes the 21st century. In the 2050 one person on three will be over 65 years old.  According to the <i>Active Ageing</i>'s principles an elderly shouldn't be considered as somebody to attend, but an individual that aims for his/her well-being, to have complete autonomy in the everyday life and a participatory social life.  An active lifestyle is not only a therapy but also a prevention for the inevitable physical, psychological and cognitive decline due to the age. Activity is what propose new goals, new actions that fill our life and will benefits both for mind and body.  Activity as physical exercise helps to keep strength, flexibility and energy level, keeping their own self-sufficiency and improving life quality. Moreover outdoor physical exercise increases benefits and has a strong social value.</p> <p><b>CONCEPT</b>  Based on the treated analysis, I develop a service to promote a <i>successful ageing</i> through an innovative system of doing outdoor fitness.  It is a fitness circuit that offers a batch of movements and exercises conceived on the main senior's need: keep on having a self-sufficiency daily life with efficient psycho-physical performances.  This service hasn't only a preventive but also a therapeutic action by offering to the user a real improvement on the execution of daily tasks and a superior awareness on correct movements.</p> <p><b>DESIGN</b>  The system includes four areas which three of them are related to a set of movements of the three parts of the human body (upper body, core body, lower body) and one is related to the balance: they all works on flexibility, strength and coordination.  Each area consists in a tubular structure that, thanks to a particular shape and its elements which work as constraints or invitations to the movements, reduces any possibility of mistake or unsuitable positions.  Furthermore by using different expertise levels the system is suitable both for a more fitter user and a beginner.</p>

<b>publications and articles submitted</b>	<p>- Joyce A., Pirrone L., Tourvas T., Vallone G., Vasilikou C. (2014) <i>Lucca City Sounding Board. Towards engaging long-term public participation in the urban planning of Lucca STSM Fieldwork, September 08-20, 2014 - Final Report</i>, COST Action TU 1204: People-Friendly Cities in a Data-Rich World</p> <p>- Pirrone L. (2014) <i>Lucca City Sounding Board. Report for the National Disability Authority, Dublin, Ireland</i>, Centre for Excellence in Universal Design, NDA</p>
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Author(s) and title	Joyce A., Pirrone L., Tourvas T., Vallone G., Vasilikou C. <i>Lucca City Sounding Board. Towards engaging long-term public participation in the urban planning of Lucca STSM Fieldwork, September 08-20, 2014 - Final Report</i> ,
Language	English
Publication place	COST Action TU 1204: People-Friendly Cities in a Data-Rich World
Date of publication	2014

Author(s) and title	Pirrone L., <i>Lucca City Sounding Board. Report for the National Disability Authority</i>
Language	English
Publication place	Centre for Excellence in Universal Design, NDA, Dublin
Date of publication	2014

**Work experience, stages, studies abroad**

• Date (from – to)	September 2016 - Present
• Name and address of firm/ university	Marketing&Trade, Corso di Porta Ticinese 60, Milano
• Type of business or sector	Consulting company of design and strategic solutions for retailers, brands and start up
• Type of employment	Strategic Designer and CX Designer
• Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Ideation and design of the customer experience in terms of customer journey and touchpoint design</li> <li>- Strategic brand repositioning in terms of image, communication, packaging and products</li> <li>- Market analysis and definition of new channels and selling strategies</li> <li>- Art direction and development of communication campaigns</li> <li>- Project management with focus on business growth</li> <li>- Design of website interfaces and improvement of graphic guidelines</li> <li>- Working directly with clients and suppliers to develop creative solutions</li> <li>- Staff recruitment for temporary stores and events</li> <li>- Team management</li> </ul>

• Date (from – to)	September 2014 - September 2016
• Name and address of firm/ university	Bring Up Ltd
• Type of business or sector	Creative agency of brand strategy, interior design, product design, communication
• Type of employment	Co-founder and CX Designer
• Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Ideation of the brand identity and its application to all the touchpoints: corporate identity and visual design, advertising and editorial communication, packaging, interior design and food trucks, exhibition design, landing pages</li> <li>- Design of the architecture, the layout and graphic contents of a client website</li> <li>- Photo shooting of products for e-commerce and catalogues</li> <li>- Definition of new formats of food business</li> </ul>

• Date (from – to)	October 2014
• Name and address of firm/ university	24 hours design challenge, The Norwegian Centre for Design and Architecture, Oslo
• Type of business or sector	24 hours Inclusive Design Challenge 2014 organized by the Norwegian Centre for Design and Architecture, Oslo 15-18 October 2014. Brief of the challenge: Citizens focused design - citizens involvement for smart, sustainable and people-friendly cities.
• Type of employment	Participant at the Challenge in a multicultural and multi-ability team
• Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Interact and collaborate with various professionals (industrial designers, graphic designers, architects, urban planners)</li> <li>- Work and design under tight and stressful time schedules (24hours)</li> <li>- Adoption of Inclusive Design approach focused on citizen</li> <li>- Attend interesting lectures around the challenge's topics</li> </ul>

• Date (from – to)	September 2014 - November 2014
• Name and address of firm/ university	COST Action TUD1204 - People-Friendly Cities in a Data Rich World
• Type of business or sector	COST is an intergovernmental framework for European Cooperation in Science and Technology, allowing the coordination of nationally-funded research on a European level. COST Action TUD1204 - People-Friendly Cities in a Data Rich World is based on the emerging theme of "smart and livable cities" and aim to investigate the alignment of the "hardware" and "software" of a city with user needs to promote well being, good health, and a sustainable use of resources, within an evolving people-centred consultation framework for economic, cultural, and political development.
• Type of employment	<i>Short-Term Scientific Mission</i> Researcher at COST Action TUD1204 - People-Friendly Cities in a Data Rich World

<ul style="list-style-type: none"> <li>• Main activities and responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>- User experience analysis throughout ethnographic research's techniques: on-site observation, photographic documentation, recorded interviews and meeting with key city stakeholders, unstructured interviews with the public, qualitative assessment of data, mapping analysis</li> <li>- Definition of a strategy to improve participatory design and co-creation in order to engage citizens in the urban decision making process</li> <li>- International team management</li> <li>- Research report writing</li> </ul>
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<ul style="list-style-type: none"> <li>• Date (from – to)</li> </ul>	April 2014 - June 2014
<ul style="list-style-type: none"> <li>• Name and address of firm/ university</li> </ul>	Centre for Excellence in Universal Design, National Disability Authority, 25 Clyde Road Dublin 4, Ireland
<ul style="list-style-type: none"> <li>• Type of business or sector</li> </ul>	Government Authority
<ul style="list-style-type: none"> <li>• Type of employment</li> </ul>	Graphic and Communication Designer
<ul style="list-style-type: none"> <li>• Main activities and responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>- Involved in the management of a national design competition (Universal Design Grand Challenge)</li> <li>- Preparing graphic and communication content for the national design competition</li> <li>- Taking photos of the Universal Design Grand Challenge Event for website and media publications</li> <li>- Production of graphic design contents and presentations</li> <li>- Participation on meetings and conferences related with ageing society, disability issues and design</li> <li>- Networking with national and international design experts</li> </ul>

<ul style="list-style-type: none"> <li>• Date (from – to)</li> </ul>	February 2014 - April 2014
<ul style="list-style-type: none"> <li>• Name and address of firm/ university</li> </ul>	Progetti Workshop S.r.l., via dell'Edilizia, 85100, Potenza, Italy
<ul style="list-style-type: none"> <li>• Type of business or sector</li> </ul>	Architecture studio
<ul style="list-style-type: none"> <li>• Type of employment</li> </ul>	Designer
<ul style="list-style-type: none"> <li>• Main activities and responsibilities</li> </ul>	Preparation of a competitive tender package for the renovation works involved at the Melfi Castle in Basilicata, Italy

<ul style="list-style-type: none"> <li>• Date (from – to)</li> </ul>	October 2013 - January 2014
<ul style="list-style-type: none"> <li>• Name and address of firm/ university</li> </ul>	Talocci Design, via Pietro Blaserna, 00146, Roma, Italy
<ul style="list-style-type: none"> <li>• Type of business or sector</li> </ul>	Industrial Design Consultancy
<ul style="list-style-type: none"> <li>• Type of employment</li> </ul>	Industrial Designer
<ul style="list-style-type: none"> <li>• Main activities and responsibilities</li> </ul>	3D modelling and rendering

<ul style="list-style-type: none"> <li>• Date (from – to)</li> </ul>	October 2011 - March 2012 October 2010 - March 2010
<ul style="list-style-type: none"> <li>• Name and address of firm/ university</li> </ul>	University of Camerino - "Eduardo Vittoria" School of Architecture and Design, Ascoli Piceno, Italy
<ul style="list-style-type: none"> <li>• Type of business or sector</li> </ul>	Assistant Professor
<ul style="list-style-type: none"> <li>• Type of employment</li> </ul>	University Assistant Professor - Ergonomics course for the 2 <sup>o</sup> year bachelor's class in Industrial and Environmental Design
<ul style="list-style-type: none"> <li>• Main activities and responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborating with the teacher in organizing lessons and researches for students</li> <li>- Preparing and correcting tests on Ergonomics</li> <li>- Lecturer on Cognitive Ergonomics</li> </ul>

## Personal skills and competences

Acquired in the course of life and career but not necessarily evidenced by formal certificates and diplomas.

Mother tongue

Italian

Other language(s)

### English

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|------------|-----------|
| • reading  | excellent |
| • writing  | excellent |
| • speaking | excellent |

## Social skills and competences

Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential (e.g. Culture and sports), etc.

- Facilitate group discussions
- Organize and communicate ideas effectively in oral presentations
- Ability to work in multicultural environments
- Teamwork and conflict resolution
- Teach skills or concepts to others
- Empathy

## Organisational skills and competences

E.g. coordination and management of people, projects and budgets; at work, in voluntary work (e.g. culture and sports) and at home, etc.

- Identify sources of information applicable to a given problem
- Understand and synthesize large quantities of data
- Develop organizing principles to effectively sort and evaluate data
- Information management
- Problem solving
- Critical thinking
- Project management and time management
- Self-management
- Multitasking
- Work effectively under pressure and meeting deadlines

## Technical skills and competences

With computers, specific kinds of equipment, machinery, etc.

- Proficient of CAD/CAM and rendering softwares: Rhinoceros, PTC Creo Elements Pro, 3D Studio Max, V-Ray for 3D Studio Max, Keyshot, Cinema 4D
- Proficient of graphic, layout, photo/video editing software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere
- Proficient of Microsoft Office (Word, Excel, Power Point)
- Good command of Apple iWork (Pages, Numbers, Keynote)

## Artistic skills and competences

Music, writing, drawing etc.

- Drawing
- Photography
- Music player (singing and playing the guitar)

## Other skills and competences

Competences not mentioned above.

- playing and teaching Capoeira

## annexes

- Joyce A., Pirrone L., Tourvas T., Vallone G., Vasilikou C. (2014) *Lucca City Sounding Board. Towards engaging long-term public participation in the urban planning of Lucca STSM Fieldwork, September 08-20, 2014 - Final Report, COST Action TU 1204: People-Friendly Cities in a Data-Rich World*