



Who the heck is this dude?

I'm a fresh graduate from the MSc Design program at Linköping University, specifically in the Visual Media track. I have a background in graphic and communication design, but over the years I've been working with different design disciplines, always with people and their needs at the center. I see my role as a designer as someone who can study a complicated phenomenon and make it accessible to the different people involved. I've been dealing with different design disciplines and this taught me how to always find an unconventional yet functional solution that best suits people's needs.

I consider myself a rational person and I constantly strive for a pragmatic and functional solution that adapts to everyone's needs, analyzing individual issues to develop a better general system.

EDUCATION

Master's Degree / Visual Media Design
Linköping Universitet, 2020-2022

Higher Education Course / UX Design
Politecnico di Milano, 2020

Bachelor's Degree / Communication Design
Politecnico di Milano, 2016-2019

EXPERIENCE

Master Thesis & Design Research
Linköping Universitet, Jan 2022 - Oct 2022
Linköping, Sweden

International Student Ambassador
Linköping Universitet, Sep 2021 - Jun 2022
Linköping, Sweden

Graphic Design intern
POLI.design, Jan 2020 - Jul 2020
Milan, Italy

Graphic Design intern
Localecom, Feb 2018 - Aug 2018
Crema, Italy

Data Bricks Space Mission	3
Healthcare in Refugee Camps	5
New Horizon	7
One week of feelings in my apartment	9
Is inequality really unequal?	12
Deep Dive	15
Mi do da fare	17
Non ci sono scuse	19
La mafia uccide solo d'estate	21
ADO	23

Data Bricks Space Mission

/ Design research



Data Bricks Space Mission is a prototype activity based on data physicalization for teaching kids about data. Using LEGO bricks and a fictional space adventure story, teachers can use the toolkit to empower kids to produce data, communicate their findings, and gain a better understanding of the relationship between data and the world around them. It aims at breaking down barriers related to knowledge and experience in the field and introducing the sensitive topic of data into the school curriculum.

The design of the activity is based on a literature review and interviews with elementary school teachers and targets kids aged 10-12. Participatory design and service design practices have been applied to gather information and involve stakeholders into the process.

The project started as Master's Thesis at Linköping University and have been presented together with Miriah Meyer at IEE VIS 2022 within the Visualization for Social Good workshop. You can read the Thesis at [this link](#) and the paper at [this one](#).

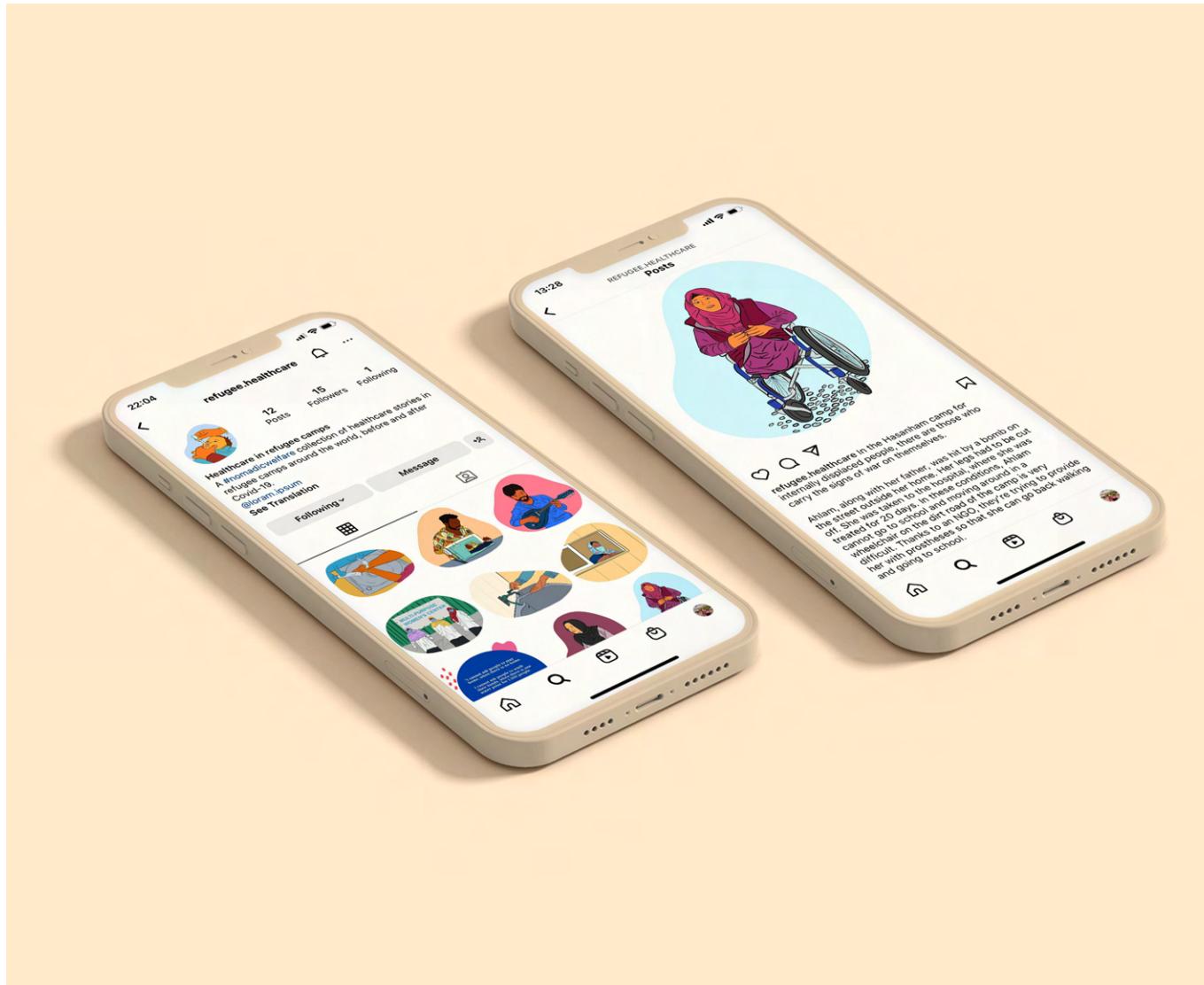
Data Bricks Space Mission

/ Design research



Healthcare in refugee camps

/ Illustration and storytelling



BRIEF

Creating a storytelling regarding Nomadic Welfare, meaning systems and services for welfare and well-being based on a nomadic perspective. The goal is to present a story that helps or highlights an issue that needs to be dealt with, contributing to existing welfare systems.

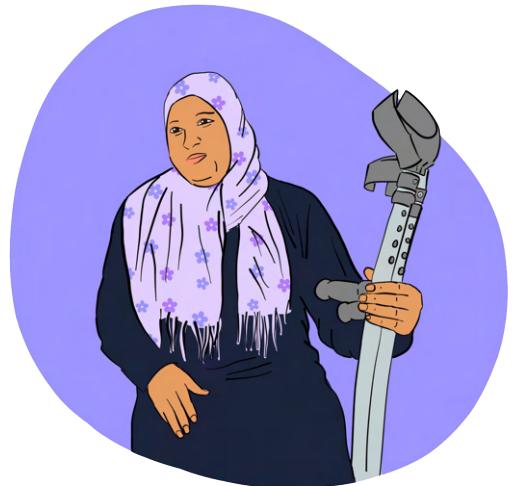
SOLUTION

The story focuses on refugees, migrants, and displaced people forced to leave their homes and country of origin due to wars and conflicts, with a particular emphasis on the refugee camps' healthcare system before and after the pandemic of Covid-19. Citizens of wealthy countries are used to having the right to health care and to following specific standards and rules. This is a hard task in a refugee camp because the supposed temporary situation often lasts for several years. The project is a collection of hand-drawn illustrations published on Instagram, along with different people's experiences with health care in refugee camps.

You can take a look at the [Instagram gallery here](#).

Healthcare in refugee camps

/ Illustration and storytelling



New Horizon

/ Speculative Design



BRIEF

Creating a speculative design concept addressing a significant topic in the development of democracy, and present the concept in a video scenario.

SOLUTION

New Horizon is a speculation on the future that confronts the viewer with the issue of climate change and the possible future implications it will have on society. In particular, an ethical dilemma arises over our willingness to allow technology to breach our privacy in the sake of a better future to stay within reasonable boundaries. New Horizon is a trial version of a smart home system that limits individual consumption. How does the rational computation of consumption allowance hold up when confronted with personal, distinctive motifs?

You can take a look at the [full video here](#).

TEAM

Amelie Christiansen, Clara Schumacher, Jekaterina Basjuka, Martyna Jach

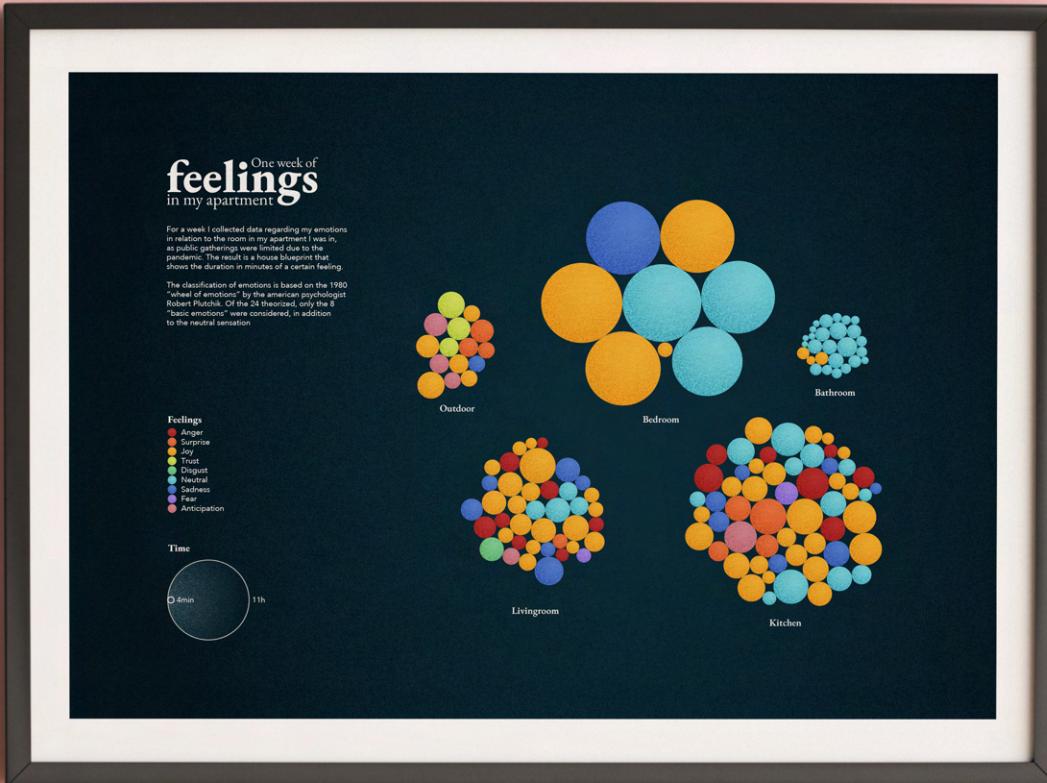
New Horizon

/ Speculative Design



One week of feelings in my apartment

/ Data visualization



BRIEF

Creating a hand-drawn representation of one week's worth of data on an intriguing aspect of daily life.

SOLUTION

Since the project has been carried out during the remote life of the Covid-19 pandemic, I analyzed how my emotions were during my days at home. I carefully noted how I was feeling throughout the day in relation to the room in my apartment I was in and what I was doing on a spreadsheet and then counted the respective amount of time. This process resulted in a house blueprint that shows the duration in minutes of a certain feeling according to Plutchik's wheel of emotions.

The first analog version is inspired by Dear Data, by Giorgia Lupi and Stefanie Posavec, and hand-drawn on a normal sheet: this provided a great opportunity to get in actual touch with data and allowed for a greater understanding of the presence of data in everyday life. I then decided to create a digital version of the visualization with Tableau in order to have a more accurate representation of data and a better overall look.

One week of feelings in my apartment

/ Data visualization

ROOM	FEELS		IN	OUT		DAY	WHAT
Bedroom	Joy	>5h	00:00	08:25	8h 25m	Monday	Relax
Bathroom	Neutral	15m	08:25	08:30	5m	Monday	Healthcare
Kitchen	Joy	30m	08:30	09:00	30m	Monday	Eating
Bathroom	Neutral	15m	09:00	09:08	8m	Monday	Healthcare
Kitchen	Fear, Surprise, Joy	3h	09:08	11:57	2h 49m	Monday	Studying
Livingroom	Joy, Anger	30m	11:57	12:23	26m	Monday	Fun
Bathroom	Joy	15m	12:23	12:31	8m	Monday	Healthcare
Kitchen	Joy	3h	12:31	14:27	1h 56m	Monday	Eating/studying
Livingroom	Joy, Anger	1h	14:27	15:03	36m	Monday	Fun
Kitchen	Surprise, Joy	3h	15:03	16:28	1h 25m	Monday	Studying
Livingroom	Joy	1h	16:28	17:05	37m	Monday	Relax
Livingroom	Joy, anticipation	3h	17:05	18:08	1h 3m	Monday	Studying
Livingroom	Joy, Anger	1h	18:08	18:58	50m	Monday	Fun
OUT / shop	Joy	15m	18:58	19:10	12m	Monday	Shopping
Kitchen	Joy	1h	19:10	20:00	50m	Monday	Eating
Bathroom	Neutral	1h	20:00	20:32	32m	Monday	Healthcare
Livingroom	Joy, Sadness, Surprise, Fear	3h	20:32	22:03	1h 31m	Monday	Fun
Bedroom	Joy	>5h	22:03	23:59	1h 56m	Monday	Relax
Bedroom	Joy	>5h	00:01	07:33	7h 32m	Tuesday	Relax
Kitchen	Joy, sadness	30m	07:33	08:02	29m	Tuesday	Eating
Bathroom	Neutral	15m	08:02	08:13	11m	Tuesday	Healthcare
Kitchen	Neutral, sadness	3h	08:13	10:34	2h 21m	Tuesday	Studying
Livingroom	Neutral	1h	10:34	11:10	36m	Tuesday	Studying
Bathroom	Neutral	15m	11:10	11:14	4m	Tuesday	Healthcare
Livingroom	Neutral	1h	11:14	11:53	39m	Tuesday	Studying

A WEEK OF EMOTIONS IN MY FLAT

I decided to analyze how I felt at different times of the day, in the different rooms of my flat.

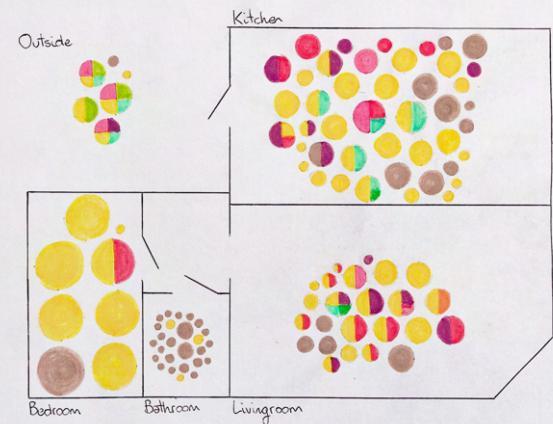
HOW TO READ

- 0 min / 15 min
- 15 min / 30 min
- 30 min / 1 h
- 1h / 3h
- 3h / 5h
- >5h

EMOTIONS

- Neutral
- Joy
- Anticipation
- Anger
- Disgust
- Sadness
- Surprise
- Fear
- Trust

The classification of emotions is based on the 1980 "wheel of emotions" by the american psychologist Robert Plutchik. Of the 24 theorized, only the 8 "basic ones" were considered, in addition to the neutral sensation.



One week of feelings in my apartment

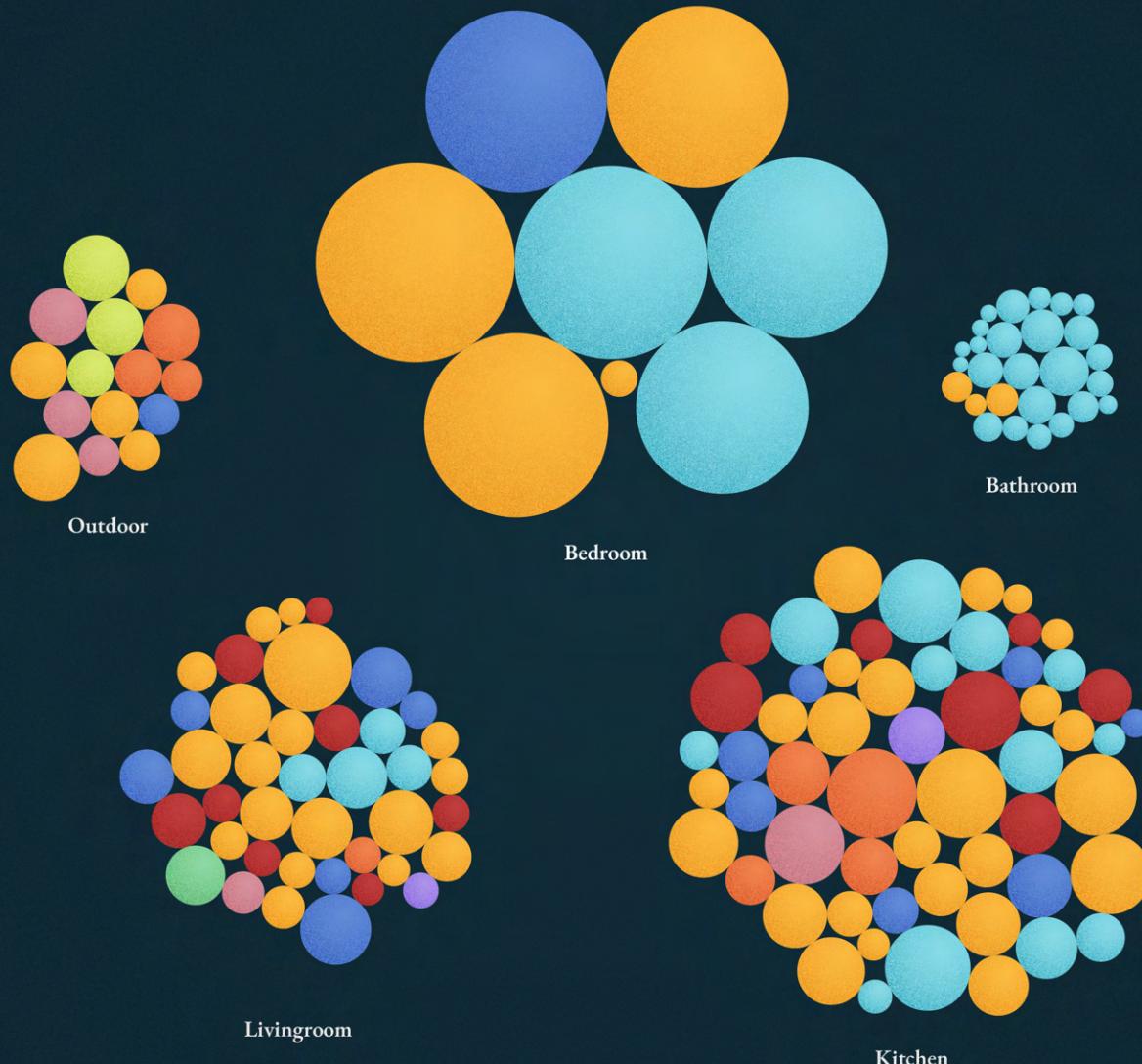
/ Data visualization

One week of feelings in my apartment

For a week I collected data regarding my emotions in relation to the room in my apartment I was in, as public gatherings were limited due to the pandemic. The result is a house blueprint that shows the duration in minutes of a certain feeling.

The classification of emotions is based on the 1980 "wheel of emotions" by the american psychologist Robert Plutchik. Of the 24 theorized, only the 8 "basic emotions" were considered, in addition to the neutral sensation

Feelings
Anger
Surprise
Joy
Trust
Disgust
Neutral
Sadness
Fear
Anticipation



Is inequality really unequal?

/ Data visualization

The screenshot shows a Medium article page. At the top, there's a navigation bar with icons for search, profile, and account. Below it is a header with the author's photo, name ('Lorenzo Ambrosini'), a timestamp ('Oct 27, 2020'), and a note ('3 min read'). There are also social sharing icons for Twitter, Facebook, LinkedIn, and a play button. The main content starts with a bold title 'Is inequality really unequal?'. Below the title, a subtext reads: 'What's actually behind inequality in the United States?'. The main text discusses the USA's population, diversity, and economic inequality, mentioning the Gini index. It notes that while the USA is diverse, its economic inequality has risen over decades. The author then questions if the Gini index tells the whole story. A section titled 'The Gini Index' explains that it measures income distribution between countries, using the Lorenz curve. It states that the Gini coefficient ranges from 0 (equal) to 1 (unequal). The author concludes that while the US has some state differences, its Gini Index is 0.452, indicating a trend towards higher inequality. On the right side of the article, there's a sidebar with the author's profile picture, name ('Lorenzo Ambrosini'), and follower count ('1 Follower'). It also features a 'Follow' button and a 'More from Medium' section with three recommended articles by other users: '10 Little Behaviours that Attract People to You' by Alex Mathers, 'Cheat Codes for Life I Know at 36 That I Wish I Knew at 26' by Tim Denning, and '4 Unsexy One-Minute Habits That Save Me 30+ Hours Every Week' by Akshad Singi. At the bottom of the sidebar, there are links for 'Help', 'Status', 'Writers', 'Blog', 'Careers', 'Privacy', 'Terms', and 'About'. A 'Text to speech' button is also present.

BRIEF

Collecting and visualizing a socially relevant dataset in order to create a narrative around data.

SOLUTION

New Horizon is a speculation on the future that confronts the viewer with the issue of climate change and the possible future implications it will have on society. In particular, an ethical dilemma arises over our willingness to allow technology to breach our privacy in the sake of a better future to stay within reasonable boundaries. New Horizon is a trial version of a smart home system that limits individual consumption. How does the rational computation of consumption allowance hold up when confronted with personal, distinctive motifs?

You can read the [article here](#).

TEAM

Katarina Rosén, Rebecca Thiel

Is inequality really unequal?

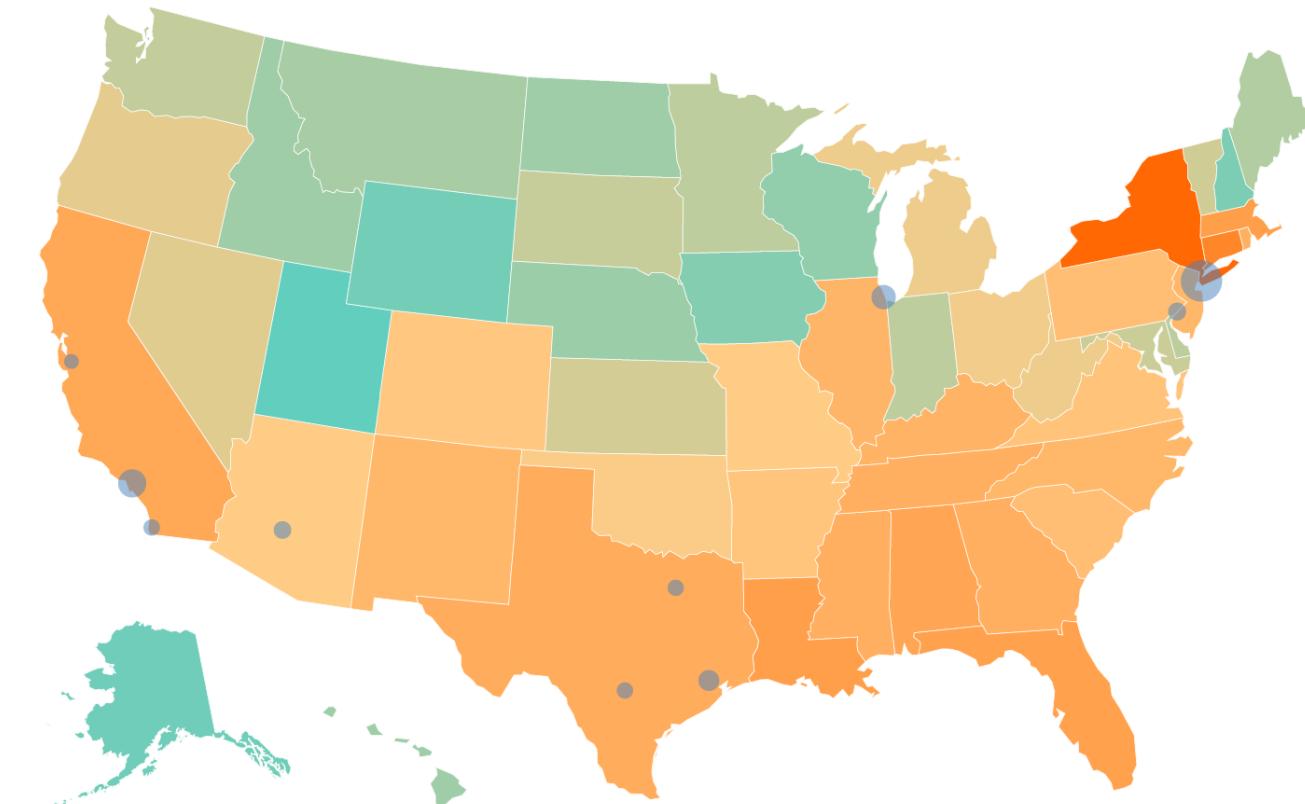
/ Data visualization

INCOME INEQUALITY BY STATE

Gini Index values among the United States, 2015

City population (millions) 1.5 ● 3

Gini Index 0.41 — 0.5

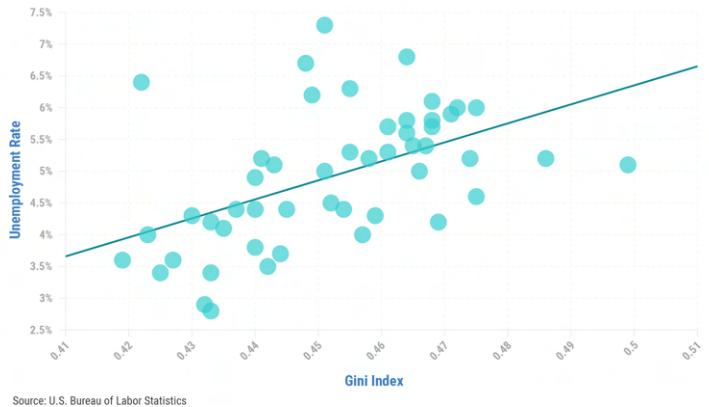


Source: U.S. Bureau of Labor Statistics

Is inequality really unequal?

/ Data visualization

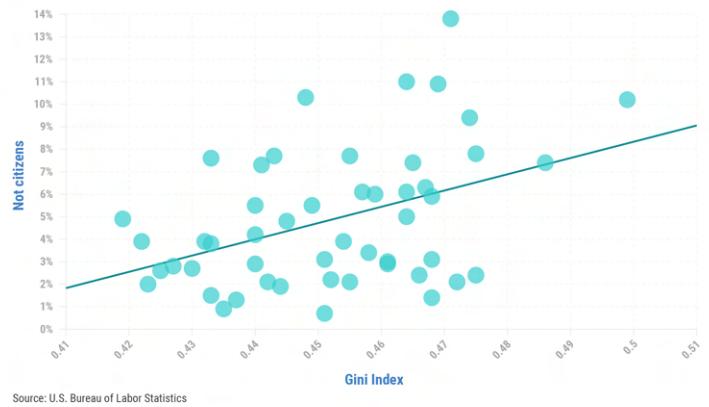
GINI / UNEMPLOYMENT RATE
Share of the population that is unemployed (seasonally adjusted), Sept. 2015
Linear correlation coefficient with Gini Index: **0.51**



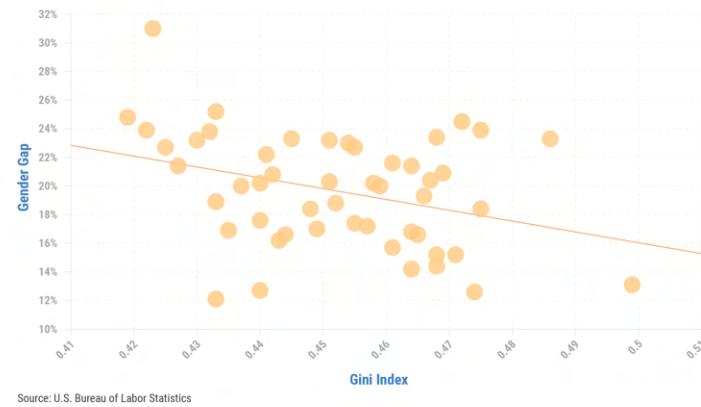
GINI / HIGH SCHOOL DEGREE
Share of adults 25 and older without a high-school degree, 2009
Linear correlation coefficient with Gini Index: **0.71**



GINI / CITIZENSHIP
Share of the population that are not U.S. citizens, 2015
Linear correlation coefficient with Gini Index: **0.42**



GINI / GENDER GAP
Difference between women's and men's earnings in percentage, 2015
Linear correlation coefficient with Gini Index: **-0.34**



Deep dive

/ Virtual reality concept



BRIEF

Designing and prototyping an immersive information space for an interactive experience regarding a chosen topic.

SOLUTION

Through the VR the user is immersed in the sea bottom and get to meet whales thanks to the help of a starfish attached to the diving mask. The experience aims at explaining the life and some related issues of whales in the North Sea. Some tasks are expected to provide interaction with whales and at the same time make the user aware of the problems that exist with ocean pollution. The lo-fi prototype shows two different situations created with Storyboard VR: in the first one the user have to remove a hook from the whale's fin whereas in the second one it is required to scan the whale and collect the plastic trash in the ocean. Different 2D and 3D sketching techniques were involved.

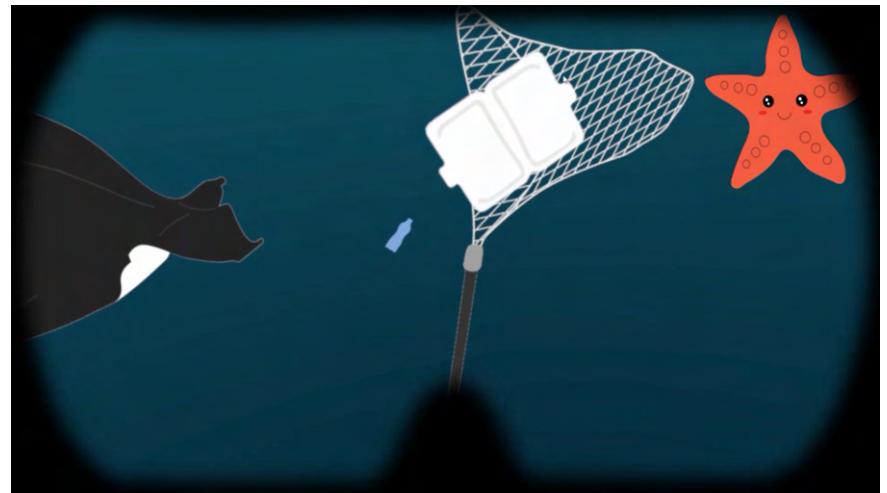
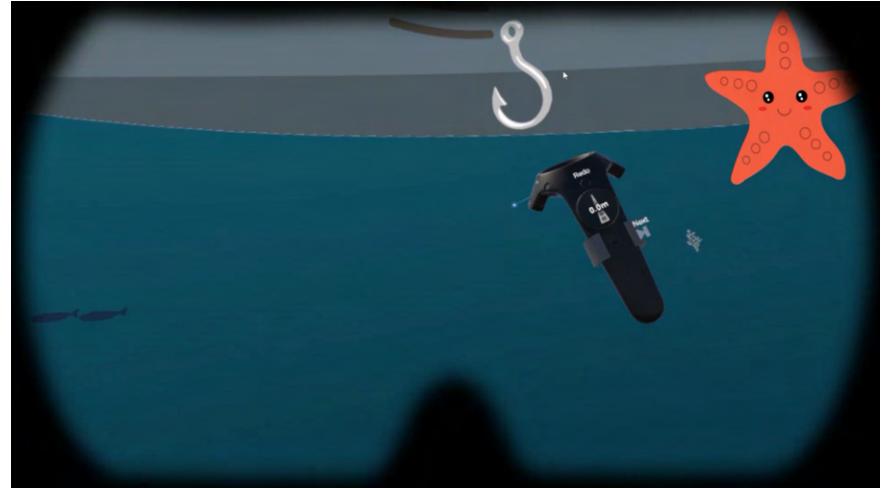
You can take a look at the [full video here](#).

TEAM

Charlotte Bertzen, Raya Boustan, Rebecca Thiel

Deep dive

/ Virtual reality concept



Mi do da fare

/ Editorial design, motion graphic



BRIEF

Making a motion graphic and a brochure with the aim of explaining the Community Service program of the Municipality of Milan.

SOLUTION

MI DO DA FARE consists of a visual communication for the Community Service program for the Municipality of Milan, in conjunction with the municipality's Social Emergency Department, specifically dealing with situations of driving under the influence of alcohol or drugs. The goal is to effectively explain the service by integrating an engaging visual system to institutional and legal material.

The collage method is used in both pieces to illustrate the information provided. In the motion graphic, it is animated and supported by an off-screen voice. In the video the viewer can see a typical case of arrest for drunk driving, in which the Community Service is presented, with its functions and processes. The brochure has a more analytical purpose and goes into formal details, explaining how to access the service.

You can take a look at the [full video here](#).

TEAM

Roberto Calzari, Daniel Demonteverde, Xhulja Doc, Giulia Lissoni, Barbara Zilli

Mi do da fare

/ Editorial design, motion graphic



Non ci sono scuse

/ Advertising, video editing



BRIEF

Crafting a communication system with the purpose of raising awareness among citizens on drunk driving and promoting correct behavior behind the wheel.

SOLUTION

NON CI SONO SCUSE ("There are no excuses") is an awareness campaign in collaboration with the municipality of Milan, that aims to increase citizenship awareness on the risks and consequences of driving under the influence of alcohol. The communication works towards excluding a paternalistic and tragic tone, but rather taking advantage of an ironic and funny language using the cliché of some excuses used to justify the drunk driving. First of all, a video spot shows a case of detention by the authorities, making fun of the driver who tries to come up with an excuse. The same excuses are then used in billboards, where attention is drawn to objects regarding driving, sealed in glass jars, as a metaphor standing for the legal consequences. Finally, a coaster and an alcohol test are distributed at pubs, inviting the consumer to check their conditions before driving.

You can take a look at the [full video here](#).

TEAM

Giulia Lissoni, Barbara Zilli

Non ci sono scuse

/ Advertising, video editing



La mafia uccide solo d'estate

/ Editorial Design



BRIEF

Analysing a media content in its own fundamental parts, such as mean of communication, subject and target, in order to develop an inter-media translation of the content itself.

SOLUTION

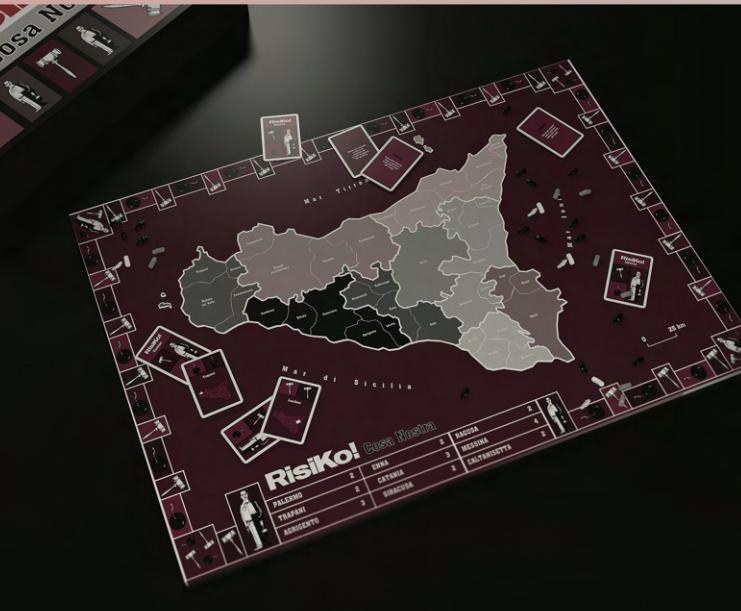
The project focuses on the movie "The Mafia Kills Only in Summer" by Pierfrancesco Diliberto, professionally known as Pif, exploring the socio-cultural context in which the story is set and the technical and cinematographic features of the making. Starting from this point, an investigation of the way in which the movie spread among the public was carried out. The output consists in an composition resembling a newspaper, in order to recall the movie style. The resulting inter-media translation is an alternative interpretation of the popular board game RisiKo!, an Italian stand alone variant of Risk.

TEAM

Margherita Dallaiti, Giulia Lissoni, Luca Longa, Davide Macchi, Giorgia Piacentini

La mafia uccide solo d'estate

/ Editorial Design



LA MAFIA UCCIDE SOLO D'ESTATE
Progetto di Sociologia

VITTIME DI MAFIA

"Ma come, la mafia uccide solo d'estate? In realtà, chiunque vive sotto protezione sa benissimo che in estate tutta la sicurezza aumenta perché le organizzazioni da sempre sanno che uccidere d'estate significa non avere risposta. Si può dire che il tempo è un altro a cui pensare. C'è da rilassarsi. Si sta al mare, si fa la spugna. Come in parlamento, le leggi più ambite, i decreti più grigi passano esattamente d'estate, allo stesso tempo le organizzazioni seguono questo percorso. Sanno esattamente che la gran mole del divertimento non potrà essere interrotta e quindi si può colpire d'estate."

Roberto Saviano, La Mafia Uccide Solo D'Estate - Sguardo Leggero

PUNTI CHIAVE DELLA LOTTA ANTIMAFIA

Pool antimafia

Nascita del Pool: 16 novembre 1983
Membri: Rocco Chinnici (Capo), muore il 9.7.93
Paolo Borsellino
Giuseppe Greco
Antonino Caponetto Capo dal 9.11.83
Leonardo Guarotta
Scioglimento: 16 dicembre 1987

Maxiprocesso

Punti Salienti Del Processo

- 25.07.1983 Muore Rocco Chinnici nella Strega di via Palermo. Il magistrato Giacomo Sciacchitano, che aveva condannato il mafioso, viene assassinato nel suo studio. Il 28 luglio 1983 il Consiglio dei ministri nomina Giacomo Patacchia quale sostituto procuratore aggiunto.
- 16.11.1983 Antonino Caponetto viene chiamato in Sicilia per sostituire Rocco Chinnici.
- 08.08.1985 Muore Ninni Cassara, capo della squadraccia di Palermo. Il 10 dicembre 1985, il Consiglio dei ministri nomina Giacomo Patacchia quale sostituto procuratore aggiunto.
- 08.11.1985 Sentenza contro il mafioso Giovanni Abbate nell'Aula Bunker.
- 10.02.1986 Inizio del Maxiprocesso con le testimonianze di Cesare Lanza e Giacomo Sciacchitano.
- 20.02.1986 Venerdì arrestato a Caccia Michele Greco detto "Il Papa", capo della Cupola di Cosa nostra.
- 07.10.1986 Emissione della sentenza di condanna a vita per Cesare Lanza, la cui madre lavorava nell'aula Bunker.
- 16.12.1987 Emissione della sentenza e scioglimento del Pool Antimafia.

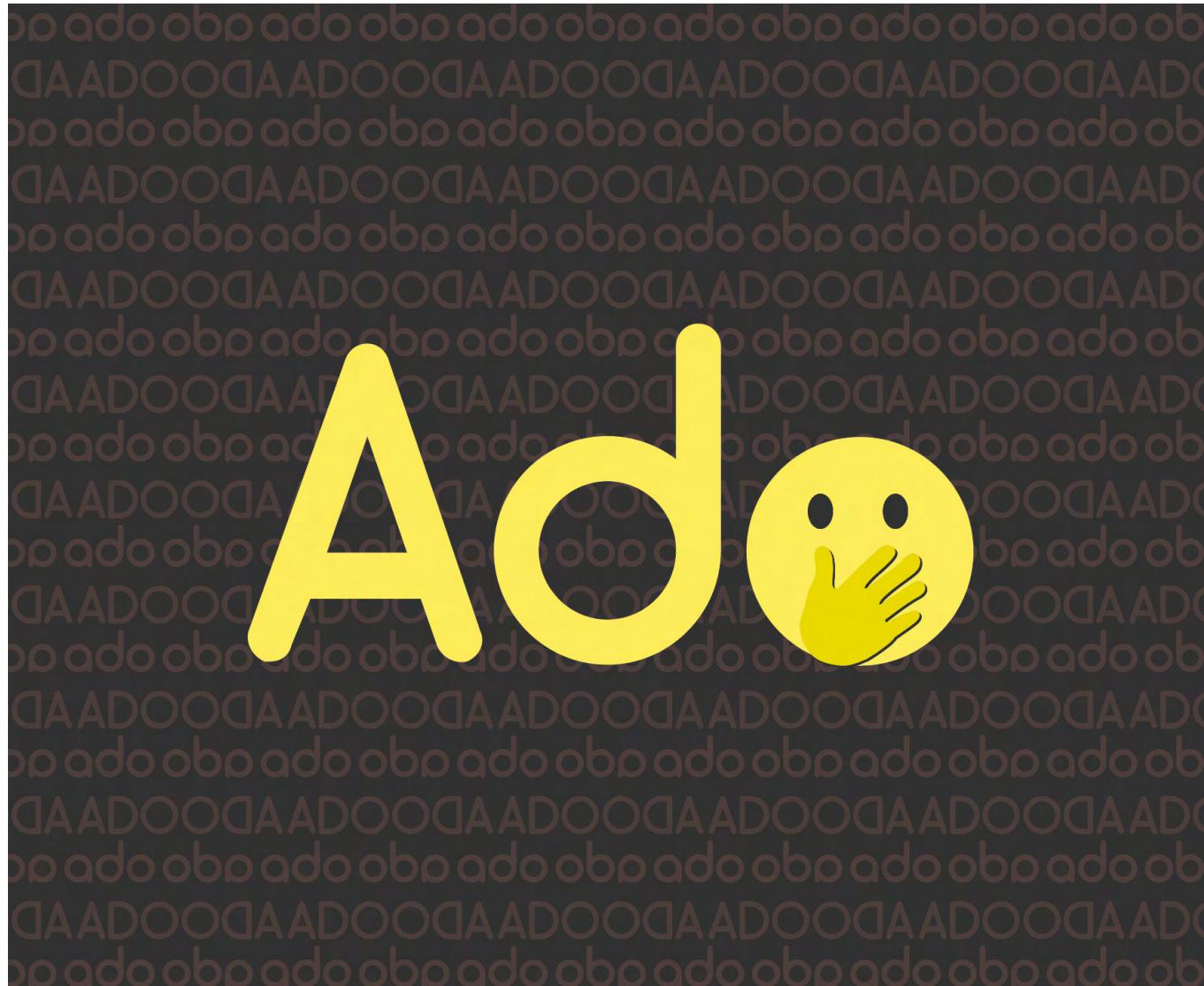
Imputati Del Processo

Partecipanti

- Pubblici Ministeri:** Giuseppe Ayala e Francesco Signorino
- Presidenti:** Alfonso Giordano e Antonio Prestipino
- Giudici a latere:** Piero Grasso e Claudio Dell'Acqua

ADO - Sometimes it's hard to communicate, sometimes it's hard to understand

/ Interaction Design, html, css, js



BRIEF

Creating an interactive experience with p5.js Java-script library in order to illustrate a sensitive topic.

SOLUTION

The Ado project (from the English term for noise, confusion) proposes an engaging journey illustrating the concept of information noise through metaphorical interactions. The user is projected into a brief tale in which he or she must arrive at a certain destination. The initial objective is to locate a train among the chaos of a station monitor. After missing the train, the user must explain his destination, the British Museum in London, to a taxi driver in the midst of a congested street. The aim is to underline how hard might be to communicate and receive the needed information in an environment saturated with information.

You can take a look at the [full project here](#).

TEAM

Davide Macchi, Matilde Mammama,
Giorgia Piacentini

ADO - Sometimes it's hard to communicate, sometimes it's hard to understand

/ Interaction Design, html, css, js



