
LEONARDO AMICO

CONTACT

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PROFILE

Interaction Designer and Creative Technologist with a focus in inventing and prototyping products and experiences using emerging technologies such as AI and IoT.

WORK

APRIL 2019 – PRESENT

Creative Technology Expert at IXDS, in Munich, Germany. Helping organisations such as BOSCH and BMW create new products and experiences using emerging technologies.

At IXDS, I organise and lead rapid invention and prototyping workshops based on human-centred principles and methodologies (such as Design Thinking, Design Sprint) and I'm experienced in quickly creating testable products across a wide range of technologies such as AI, IoT and AR.

JUNE 2015 – APRIL 2019

Creative Technologist at Uniform, innovation and design company based in Liverpool, UK.

Clients I've worked with include BBC, Jaguar and Manchester City FC. Internal works have been featured in the [BBC](#), [Guardian](#), [Design Week](#).

MARCH 2014 – MARCH 2015

Researcher in interactive applications for education at the Department of Information Engineering (DEI), Università degli studi di Padova, Italy.

FEBRUARY 2013 – MARCH 2014

Interaction Designer at Fabrica, a multi-disciplinary communication and design studio based in Treviso, under the direction of Dan Hill.

I worked on the ideation, design & development of self-initiated projects, consisting in smart product prototypes (IoT) and interactive installation.

Works have been published on [Creative Applications](#), [Icon](#), [Dezeen](#).

EDUCATION

SEPTEMBER 2009 – NOVEMBER 2012

Laurea Magistrale (MSc) in Electronic Engineering. Università degli studi di Padova, Italy.
Universitat Pompeu Fabra, Barcellona, Spain.

SEPTEMBER 2005 – NOVEMBER 2008

Laurea Triennale (BSc) in Electronic Engineering. Università degli studi di Bologna, Italy.

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 TECHNOLOGY SKILLS

HARDWARE PROTOTYPING

Experienced: Arduino and Arduino based boards, IoT platform Particle, Raspberry Pi, analog and digital electronic circuits, cardboard modeling
 Can do: Bluetooth prototyping with iOS app
 Tried: Eagle PCB circuit design

 CREATIVE CODING

Experienced: OpenFrameworks, Processing, P5.js
 Can do: OpenCV C++, A-Frame, three.js, AR.js
 Tried: D3, Vue.js

 WEB TECHNOLOGIES

Experienced: front-end development (javascript, CSS3, Grunt, Webpack), Express/Node.js for back-end
 Can do: MongoDB database, Redis database
 Python/Webapp2 for back-end, Electron, Wordpress
 Tried: Chrome Extension development, Vue.js

 MOBILE DEVELOPMENT

Can do: iOS development with Obj-C and Xcode

 OTHERS

Experienced: Git for software versioning
 Can do: Python scripting, 3D modeling with Rhino
 Tried: Alexa Skills development, Machine Learning basic algorithms with Octave

 DESIGN SKILLS

PROCESS

Experienced: design thinking methodology, plan and facilitate bespoke co-creation workshops
 Tried: GV's Design Spring facilitation

 UX

Experienced: storyboards, flowcharts, app/website wireframing using Adobe XD, app/website rapid prototyping using Invision, user testing
 Can do: user interviews, iOS app prototyping with Xcode

 EXHIBITIONS

2016. Solo - Digital Design Week at V&A, London (UK)
 2015. Cloning Objects - Dutch Design Week, Eindhoven (Netherlands)
 2015. Paper User Interfaces - Atelier Clerici during Salone del Mobile, Milan (Italy)
 2015. Hacking Households - Adhocracy, Athens (Greece)

 PUBLICATIONS & TEXTS

2018. [Japanese Notes on the Smart Home](#) - Medium
 2017. [Beyond the Object: the Design of Smart Products](#) - Preface to Smart Product Design, Sendpoint (China)
 2017. Can We Still Trust Connected Objects - In Hacking Households, Z33 (Belgium)
 2016. [Introducing Denti...](#) - In Practices for a Healthy Internet of Things, Mozilla (Germany)

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