



Valentina Barsotti

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Sex Female | Date of birth 23/09/1974 | Nationality Italian

WORK EXPERIENCE

2016 -
present

Graphic / exhibition designer

Fondazione de Gasperi, Rome (Italy) - www.fondazionedegasperi.org

I was invited to create a team to design and build a **touring exhibition** on the figure of Alcide De Gasperi, father of the first European Union, striving to provide an appealing, fresh and innovative visit experience. At present I am coordinating the tour setup in different locations.

Sector Cultural institution

2014 -
present

Graphic / interaction designer, artworker

BSD, Rome-Milan (Italy) - www.bsdesign.eu

I am collaborating with this company and its UX designers and HR experts on many projects. At present I am working on concept design and application scenarios of a sharing platform for a national public body. During this year we have been creating a new interface for an important online fashion marketplace, as well as a new interface for a CRM platform for Sky. I have also created the new visual language of the company itself.

Sector Strategic design consultancy

2013 -
present

Graphic / communication designer

FIND - India-Europe Foundation for New Dialogues (Switzerland, France, Italy) - www.find.org.in

FIND foundation was created by the french musicologist and intellectual Alain Daniélou, who spent most of his life in spreading indian classical culture all across Europe. This collaboration started with the design and development of a visual language for the **Summer Mela festival**, an art, dance and music festival which was held in many important locations in Rome and the surroundings, then followed up with the redesign of the official web identity of the foundation. I am actually redesigning the way the foundation communicates .their activity, together with the internal team. I have just closed the redesign of Alain Daniélou texts in .epub format, tha will be distributed by the french publisher **Actes Sud**.

Sector Cultural institution

2013 -
present

Graphic designer, artworker

QualEnergia.it (Italy)

QualEnergia.it is the most read energy information portal in Italy. The portal issues a monthly digital insight about a specific energy related topic: I have created a graphic format for this publication and I am taking care of it every month. Together with my copywriter, I am actually designing graphic guidelines for new services the portal is going to present to the public.

Sector Media

2013 - 2014

Graphic designer

Tenuta Casteani winery, Gavorrano (Italy) - www.casteani.eu

Tenuta Casteani is an awarded winery producing excellent Tuscan wines for the international market. I am in charge to design a **new visual identity** (both print and web) for the products and the wine resort in Tuscany and to design and set up an exhibit space for fairs and events, striving to communicate both innovation and tradition.

Sector Winery

- 2013 - 2014 Graphic designer
Kyoto Club, Rome (Italy) – www.kyotoclub.org
Design and development of the visual language and communication tools for **Blue AP EU project**. Blue AP aims at designing an adaptation plan to climate change for the city of Bologna, involving citizens and stakeholders through a participation process.
Sector EU project
- 2008 - 2012 Graphic designer, communication area coordinator
Azzeroco2, Rome (Italy) – www.azzeroco2.it
Azzeroco2 is one of the leading national environmental consultancy companies. Within the communication area, I took care of the dissemination of projects, produced communication plans, designed innovative ways to visualise the environmental performance of corporate clients such as H3G, Q8, Telecom, BPM, Leroy Merlin. 30% of my time was spent in research in the field of innovative materials and products together with the corporate area.
Sector Environmental consultancy
- Jan 2012 Interaction designer
Tetrapak Research Center, Modena (Italy) – www.tetrapak.com
Prototype design of an experimental interface for the Production Control application, which is the core of packaging automation.
Sector Industry
- December 2011 Artworker
Test quintet, Rome (Italy)
For the production of the new album, I have designed the cd cover, merchandising and posters. The album had press coverage in Europe and Canada.
Sector Music
- Autumn 2010 Graphic / Interaction designer
DHO – Digital Humanities Observatory, Dublin (Ireland) – www.dho.ie
Visual identity and interface design for the **DHO website**, hosting a digital archive of ethnographic material related to the history of Ireland, addressed both to research fellows and the broader public.
Sector Cultural institution
- Nov 2009 Graphic / interaction designer
Kami Studio, Milan (Italy)
Visual design for the interface of the experimental **Go social network**, based on GPS position.
Sector IT
- 2009 Graphic / service designer
Self production in collaboration with Rialto and Setvaligie (Rome)
Service and visual design for a live music event format which was hosted in Rialto club (Rome) once a month. It was about distributing music in an innovative and appealing way through recording the live concert and uploading the tracks to a cloud that very night. We used the flyer as a packaging for a live-printed cd to be burnt home.
Sector Music
- June 2008 Graphic designer
Promedia (Rome - Tokyo)
Corporate identity design. – logo, print materials, stationery, website, all in Japanese language.
Sector Press

- 2007 Graphic / interaction designer
Positiveflow, Milan (Italy) – www.positiveflow.net
 We designed an interactive site-specific installation to allow citizens to observe in real time the current energy balance, letting them choose whether to use or not use (save) energy knowingly and reduce emissions. The project has been showed within the collective exhibition **So Watt!** promoted by EDF France and has been touring Europe for one year. **Casa Hera** was a construction of four recycled containers that are touring ten Italian cities. It hosted an interactive exhibition that allows visitors to analyse their domestic energy consumption and discover how they can save energy.
Sector Design research
- 2007 Interaction designer
University of Siena, Italy
 Within the healthcare domain, the aim of **PALCOM EU project** was to produce concepts in which physical interaction couples with digital environments, improving awareness both for the clinical staff and for patients/visitors. I worked on the design of tools and environment for the care of early-born children using smart materials.
Sector EU Project
- 2007 Interaction designer
Domus Academy, Milan (Italy)
 The **IROMECA EU project** investigated how robotic toys can provide opportunities for learning and enjoyment becoming a social mediator, empowering children with disabilities to discover different play styles. I worked on the toy design thinking it as an interface, striving to express its functionalities and behaviour through its physical shape.
Sector EU Project
- 2007 Graphic designer
DeepBlue, Rome (Italy) – www.dblue.it
Generic Human factors for Safety Actors Training. Design of the training material templates - both print and digital. Made illustrations and animations to visualise complex concepts to support the training activity.
Sector Consultancy on complex systems
- 2006 Graphic designer
University of Southern Denmark
Robotsatplay is a window of excellence looking to innovation in robotics, and it is addressed to the big public. I designed the visual language -both print and interactive - for the event.
Sector University
- 2006 Graphic and interaction designer
Regione Toscana, Territory and Environment Dept., Florence (Italy)
 Design of application scenarios in which the geo-referenced information provided by the new sat **Galileo** may become a service to citizens in terms of mobility and intelligent access to transportation networks, as well as an opportunity the companies involved in the services development.
Sector Public sector
- 2003-2005 Graphic and interaction design
DeepBlue, Rome (Italy) – www.dblue.it
Crea! Tool, a design methodology. The tool is an interactive product for supporting multi-disciplinary teams in applying the Crea! design methodology – a structured way to design for innovation in complex domains. The challenge of this project was to design a clear navigation system within an appealing structure, linking several levels of information. **CARE-Crea! – Innovative scenarios for Air Traffic Management.** This project leveraged the integration among art, design and technology. The aim was to redesign activities, tools and environment for the complex world of Air Traffic Management. The project also involved dissemination activities. The design approach adopted has been copyrighted. **CARE – Uncertainty.** A research about the visualisation of complex information in Air Traffic Management.
Sector Consultancy on complex systems

EDUCATION AND TRAINING

- 2002 **Post Graduate Certificate in interaction design**
Domus Academy, Milan. Thesis project, a set of modular elements for nomadic working environments, was sponsored by Fujitsu (distinction).
- 1993-2001 **MA in architecture**
University of Florence. Thesis project was a communication plan for city public transport (magna cum laude).
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PERSONAL SKILLS

- Languages** Italian mother tongue; fluent English; good Spanish; some French; some Russian.
- Organisational / managerial skills** I have been working independently as well as a part of multi-disciplinary teams. I have been dealing with clients, wrote project briefs and deliverables both in Italian and English. I am familiar in public speaking.
- Job-related skills** **Graphic design:** I have professional experience both in print and web design, and a strong attitude in visualising complex concepts as well as conveying brand or service identity with a strong attention to detail and creative approach. I am familiar with hand drawing and animation.
Interaction design: I designed information architectures, wireframes, interface, style guidelines and interactive tools using storyboards and evaluated the concepts through physical mock-ups and prototypes with end users.
- Computer skills** Adobe CS (Illustrator, Photoshop, Indesign, Lightroom, some AfterEffects), HTML5, CSS3, Mockflow, Axure, some Action Script, some JQuery.
- Other skills** DIY design projects, carpentry, cooking, photography, languages, art, Kaurismaki.... Listening. Walking. The sea.
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ADDITIONAL INFORMATION

- 2014 / I had a baby.
- 2010-12 / I have been teaching HCI from a visual point of view at University of Sassari.
- 2009 / I sent the paper "Closing the circle: a novel way of presenting environmental data to the public" to Prado Media Lab (Madrid) within the Visualizar conference together with Paolo Battino Viterbo. We have been invited to present it.
- 2005 / successfully passed the Architects Registration Board examination.
- 2004 / co-founder of the multi-disciplinary research team Positiveflow, which is interested in design as a mean to visualise energy and consumption.