

Luca Simeone *

* Interaction Designer & Design Anthropologist

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Achievements

- More than 500 projects and 14+ years of experience as CEO and interaction designer for selected international brands
- Extensive research and teaching experience as Faculty Member of La Sapienza University and Ateneo Impresa Graduate School of Business (Rome, Italy)
- Expert evaluator for Information Communication Technologies Programmes for European Commission (Brussels, Belgium; Luxembourg, Luxembourg) and Federal Ministry of Education and Research (Bonn, Germany)

Professional Experience

1999 – ongoing

Vianet

Rome, Milan (Italy), Toronto (Canada)

Founder, Interaction Designer
Chief Executive Officer (until 2009)

In 1999, I founded Vianet for a high-quality approach to interaction design - with a focus on delivering advanced technology and design solutions based on ethnographic research methods. Vianet has offices in Milan, Rome (Italy), Toronto (Canada) and currently employs 15 people. Link: <http://www.vianet.it/>

My responsibilities with Vianet include:

- defining the user experience and the design strategy
- conducting ethnographic and usability tests
- coordinating both the creative and the developing processes
- developing the business strategy and managing relationships with major clients

Vianet products have been awarded the most prestigious international competitions and are often mentioned on design books and magazines from all over the world.

Selected client list:

Entertainment

Nintendo
Sony Playstation
Mtv Asia, Mtv Italy
Sony Pictures
Sony Home Entertainment
United International Pictures
Columbia Tristar
Turner
Jetix

Home & Food

Ariston
Heineken
McDonald's
Diageo / Gordon's Gin
Procter & Gamble / Swiffer

Finance

Banca Antonveneta
Banca Intesa
Banca della rete
Capitalia

Manufacturers

DaimlerChrysler
Chrysler Jeep
Mercedes
Renault
Toyota
Fiat / Alfa Romeo
Daihatsu
Volkswagen
BenQ
Luxottica
Alcantara
Febal Kitchens
Enel

Telecommunications

Telecom Italia
Qatar Telecommunications

Pharmaceutical

AstraZeneca
Johnson & Johnson / Pfizer
Bristol-Myers Squibb
Schering-Plough Corporation

Government Institutions

Central Narcotic Bureau
(Singapore)
Italian Prime Minister
Ministry for Cultural Activities
Italian Archives
University of Rome
MAXXI Museum

Travel

Iperclub
CTS
Air Europe
Aeroporti di Roma
ENIT
Alberghi del Sole

Fashion

Champion
Dior / John Galiano
La Perla / Intimo 3
Elena Mirò
Motivi

2004 - ongoing	European Commission Independent Expert	Luxembourg (Luxembourg), Brussels (Belgium)
	Appointed as independent expert to assist EC services with the evaluation of proposals received under several Work Programmes related to Media and Information Communication Technologies.	
2009	German Federal Ministry of Education and Research Independent Expert	Bonn (Germany)
	Appointed as independent expert to assist the German Federal Ministry of Education and Research with the evaluation of proposals for funding related to e-learning projects.	
2000 - 2002	nurun Italy Usability Manager	Milan (Italy)
	I was asked to join nurun, one of the leading international groups in digital design, as an expert in usability and project management. My main task was to create the usability department for the Italian office (70 employees) and to lead branding, e-learning and e-business projects for such clients as Unilever, Procter&Gamble, Autostrade, Prenatal, Elena Miro and CHL. I created a company practice that incorporates usability methods into the design and technology processes, applying information design and usability testing procedures.	
	Relevant projects:	
	<ul style="list-style-type: none"> • Unilever – usability analysis (Cognitive Walkthrough, Expert Evaluation) • Procter&Gamble – email marketing for the IAMS brand • Banca della rete – e-business strategy for the site; usability test (Task analysis, Thinking Aloud on focus groups) • CHL – information and navigation design of the most visited Italian e-commerce site • Prénatal – experience design of the new site, based on a semiotic analysis of the users experience in the stores • Elena Mirò – web project for the Italian leading fashion brand; schematics, information design and ux design of the site; up selling and cross selling strategies for the fidelity card (traffic-to-store) • Autostrade – project management for the interactive GIS 	
1994 - 1996	Corriere dello Sport, Ansa, RAI Journalist	Rome (Italy)
	As a journalist for the most important sport newspaper in Italy, I was in charge of following local events in the area of South of Rome.	

Research and Teaching Experience

I have a wide-range of experience researching and teaching in the following fields: interaction design, design anthropology, cultural anthropology, experience design.

CURRENT RESEARCH AREAS

Interaction design and design anthropology:

- Experience design (research techniques, experience planning, experience briefing, experience roadmap)
- Ethnographic methods, analysis methods and tests, aimed at prototyping and producing digital interfaces
- Emergent and emotional design
- Sustainable design

Visual thinking

Mathematics and innovative learning theories and techniques

Future of publishing

TEACHING EXPERIENCE

2009 - ongoing	La Sapienza University (Faculty of Architecture) Professor of Interaction Design (temporary appointment) ICAR/13 Download Syllabus	Rome (Italy)
2005 - ongoing	Ateneo Impresa Graduate School of Business Professor of Interaction Design I developed and delivered lecture and studio course content for classes in Interaction Design and I coordinated students' project works for companies like Sony-Ericsson.	Rome (Italy)
2006 - 2008	Tor Vergata University Instructor of Interaction Design for the Master's Program in Advanced Technologies of Interactive Communication	Rome (Italy)
1996 - 2003	La Sapienza University (Faculty of Communication Sciences) Teaching Assistant of Cultural Anthropology (under supervision of Professor Massimo Canevacci)	Rome (Italy)
1996	La Sapienza University (Faculty of Communication Sciences) Teaching Assistant of General Informatics (under supervision of Professor Max Mansoubi)	Rome (Italy)

SELECTED RESEARCH PROJECTS

2009, **Fake Press** - Rome (Italy)

Fake Press aims at exploring the next steps in publishing practices and platforms, united with a research on the possibilities offered by location based technologies and by novel approaches to knowledge dissemination, communication and expression. More information [here](#).

Projects developed:

- Ubiquitous Anthropology: The Ubiquitous Anthropology project aims to surpass the limits of traditional ethnography by exploring new, plural forms of field research representation, taking advantage of innovative scenarios and technologies: location-based media, open-ended stories, and emerging narrative dynamics.
- iSee, a mobile augmented reality application that allows to interact with the logos of the products found in shops and supermarkets: take a picture of any logo and get instant information on its manufacturer's social responsibility and environmental policies.

- Toys++: an augmented-reality based toy. Toys++ is grounded on the concept that the actual activity of building tangible artifacts can speed up learning processes.
- Conference Biofeedback: A set of electrodes worn by presenters. Attendants access a web interface where they can express real-time feedback on the speech. Presenters receive low voltage stimulations in case of negative feedback from the audience.
- Atlas of visions, an interactive environment (a 35-meter wide projection composed of 8 collaborating servers and controlled by 4 multitouch surfaces) that is able to let people experience multiple views on the city they live in or that they're visiting, and to research and investigate on the visions that architects, artists, institutions and, in general, other people have had on urban spaces, through projects, actions, competitions, events, works, performances, research, institutional or political actions.

2006, **Gandhi Museum** - New Delhi (India)

I collaborated to the creation of the Gandhi Museum (funded by MIT Media Lab and India Government), one of the world's first digital multimedia museums. My role was to facilitate communication between the Indian Board and participating Italian companies. More information about this project: <http://www.eternalgandhi.com/>

1999, **Opera Malinowski** – Rome (Italy)

In 1999, I co-organized a theatrical performance written by Massimo Canevacci.

The main character was Malinowski, an anthropologist who conducted some classical studies on Trobriand's Islands. In his diary, Malinowski showed his profound crisis during the field research.

Opera Malinowski was conducted during the course of Cultural Anthropology at University of Rome and the students took part in the performance. The idea was that through this performance the students could learn better how many difficulties a field research brings. The students personally experienced the troubles and the joys of an anthropological research by getting immersed into a performance that reproduced the conditions of a field research. More information [here](#).

SCIENTIFIC PUBLICATIONS

* Peer review, selective acceptance

** Editorial review, selective acceptance

SCIENTIFIC PUBLICATIONS / BOOKS

Forero Angel, A. M., Simeone, L., edited by (2010) *Beyond Ethnographic Writing*. Rome, Armando
English version ISBN: 978-88-6081-697-9
Italian version ISBN: 978-88-6081-689-4

In 1986 George E. Marcus and James Clifford published *Writing Culture*, a text that would become a landmark in contemporary anthropology. Twenty-five years later, nine scholars reflect on how the perspectives opened up by its publication have determined the anthropological practice of recent decades providing inspiration for new ideas in the fields of ethnography, cultural anthropology, design and art criticism. The collection of essays begins with a contribution from Massimo Canevacci reflecting on the unexplored potentialities of digital, connective, hybrid media for ethnographic research and writing, and concludes with a conversation between George E. Marcus and Tarek Elhaik, envisioning an anthropology capable of approaching contemporary art and performance. The other eight essays freely move along the boundaries between political anthropology, philosophy of science, phenomenological ethics and anthropology of design, attempting to cross new ethnographic territories and unexplored paths.

More information: www.beyondethnographicwriting.com

Hendrickson, C., Iaconesi, S., Persico, O., Ruberti, F., Simeone L., edited by (2010) *Romaeuropa Fake Factory*. - IN PRESS

SCIENTIFIC PUBLICATIONS / JOURNAL ARTICLES

- Simeone, L. (2010) Distributed Learning Infrastructures in the Anthropology of Design. *Design Principles and Practices*, 4, 2, pp. 95-102. *
- Iaconesi, S., Simeone, L. (2010) Ubiquitous Anthropology. *Technoetic Arts* - IN PRESS *
- Simeone, L. (2010) The Cloud. *Etnografie viventi e architetture che si dissolvono in processi. Quaderni di antropologia* - IN PRESS
- Simeone, L. (2009) Beyond Natural Interaction. *Diid - Disegno Industriale / Industrial Design*, 39, pp. 56-61. **
- Simeone, L. (2005) Project Fox. *Interaction Design and Architectures*, 1, pp. 51-54. **
- Simeone, L. (2003) L'interaction design come strumento di analisi qualitativa. *Magma*, 1, 3. **
- Simeone, L., De Giovanni, F. (1999) Parodie, mimesi e vertigini alle frontiere del web design. *Gomorra*, 1. **

SCIENTIFIC PUBLICATIONS / CONFERENCE PAPERS

- Simeone, L., Iaconesi, S. (2010) Crossing the boundaries of sacred worlds. An augmented reality application attempting to visualize other orders of reality. Paper presented at: Making Reality Really Real, The Planetary Collegium's 11th International Research Conference. Trondheim (Norway), 4-6 November 2010. **
- Iaconesi, S., Simeone, L. (2010) Wearing emotions: physical representation and visualization of human emotions using wearable technologies. Paper presented at: IEEE 14th International Conference Information Visualisation, London (UK), 26-29 July 2010. *
- Simeone, L., Iaconesi, S. (2010) Toys++: Augmented reality embodied agents as tools to learn by building. Poster session presented at: IEEE ICALT, Sousse (Tunisia), 5-7 July 2010. *
- Angel_F (2010) Ubiquitous Anthropology V.2.0. MobileFest, Rio de Janeiro (Brazil), 24-28 May 2010. **
- Simeone, L., Forero Angel, A. M. (2009) Beyond the Hearth of Darkness. Paper presented at: ASMI Annual Conference: Italy and Emotions - University of London (UK), 27-28 November 2009. **
- Iaconesi, S., Simeone, L. (2009) Next Step Tools and Practices for Design. Poster session presented at: ICSID World Design Congress, Singapore, 23-25 November 2009. **
- Iaconesi, S., Simeone, L. (2009) Ethnographic Distributed Storytelling. Paper presented at: Consciousness Reframed, The Planetary Collegium's Xth International Research Conference. Munich (Germany), 19-21 November 2009. **
- Simeone, L., Iaconesi, S. (2009) Ubiquitous Anthropology. Paper presented at: DULP - Tor Vergata University, Roma (Italy), 14-15 September 2009. *
- Iaconesi, S., Simeone, L. (2009) Saperi P2P. Paper presented at: DULP - Tor Vergata University, Roma (Italy), 14-15 September 2009. *
- Simeone, L., Iaconesi, S. (2009) Ubiquitous Publishing. Paper presented at: Frontiers of Interaction V, Roma (Italy), 8 June 2009.
- Simeone, L. (2009) The death of avatar: visual patterns of identity representation in Facebook. Paper presented at: Il Fenomeno Facebook, Roma (Italy), 25 March 2009.
- Simeone, L. (2007) Meetings along the edge. Architetture spazio-temporali e Second Life: una prospettiva antropologica. Paper presented at: Frontiers of Interaction III, Roma (Italy), 28 June 2007.
- Simeone, L. (2004) Flash and the WTC. Paper presented at: FlashForward - Flash Film Festival, New York (US), 7-9 July 2004. *
- Simeone, L. (2002) InterneXt. Paper presented at: First Internet Studies Point, Roma (Italy), 8 May 2002.

SCIENTIFIC PUBLICATIONS / EDITED JOURNALS

In 2000, together with my research group at La Sapienza University, I founded *avatar* (Meltemi Editore), a journal about anthropology, art and communication. I served as a member of the editorial board for 5 years and I wrote several papers. More information [here](#).

- Simeone, L. (2003) Branding Estonia. *Avatar*, 4, pp. 118-120.
- Simeone, L. (2003) Emergent Design. *Avatar*, 4, pp. 93-97.
- Simeone, L. (2002) Avatar web. *Avatar*, 3, pp. 93-94.

Simeone, L. (2001) Experience Design. Avatar, 2, pp. 37-42.

Simeone, L. (2001) Al numero 7156 della foresta pluviale. Avatar, 1, pp. 55-59.

PUBLICATIONS / ONLINE PAPERS

Simeone, L. (2009) Tipografia interstiziale. UX Magazine

Simeone, L. (2005) ID: Segnalazioni. Digicult

Simeone, L. (2004) Arte o ERP? Viaggio a NYC alla scoperta del futuro di Flash. Idearium

Simeone, L. (2002) Brand Experience. Idearium

Simeone, L. (2002) Shopping Experiences. Idearium

PROFESSIONAL SERVICE

2010, Design Principles and Practices. An international journal (Chicago, US): associate editor

2010, IEEE ICALT conference (Sousse, Tunisia): scientific committee member

2009, DULP conference (Roma, Italy): scientific committee member

2009, REFF Festival (Roma, Italy): scientific committee member

2005, Future Film Festival (Bologna, Italy): member of the jury for the web award

1998, La comunicazione nativa. L'uso di tecniche e metodologie audiovisuali da parte delle culture indigene del Brasile. Il caso Xavante (Mato Grosso): co-organizer of the conference, La Sapienza Università di Roma and Museo Nazionale Etnografico "L.Pigorini"

SHORT TALKS

2009, Verso un nuovo design delle esperienze, tra ibridazioni estetiche e cross-culturali, Il mercato della frutta, Ladispoli (Invited Talk)

2009, Market Forces and Distributed Publishing, ToShare, Torino (Invited Talk)

2009, Ubiquitous Anthropology, La Sapienza University, Faculty of Sciences of Communication, Rome (Guest Lecture)

2009, Design and anthropology as tools that foster innovation, LUMSA University, Master's Program in Human Resources Management, Rome (Guest Lecture)

2008, Design + Anthropology, Designer After School, Rome (Invited Talk)

2008, Anthropological techniques for experience design, University La Sapienza, Rome (Guest Lectures)

2007, Scenari di comunicazione interattiva esperienziale applicati all'antropologia, La Sapienza University, Faculty of Sociology, Rome (Guest Lecture)

2005, Future of Web Design, Future Film Festival, Bologna (Invited Talk)

2003, Digital Design, Saarbruecken School – IED, Milan (Guest Lecture)

2003, Games Design, Dissonanze Dis.Lab, Rome (Invited Talk)

2003, Emergent Design, Bicocca University, Master MIU, Milan (Guest Lecture)

2003, Digital Learning Environments, La Sapienza University, Rome (Guest Lecture)

2002, Vianet's case studies, Expocartoon, PalaExpo, Rome (Invited Talk)

2001, Digital Design Job, La Sapienza University, Faculty of Economy, Rome (Invited Talk)

Mentions, exhibitions, awards

Some of the design projects reviewed above were featured in books, magazines and newspapers such as Computer Arts, Wallpaper *, ID magazine, IdN (Hong Kong), Mtv Paper, Shift (Japan), Web Designing, W.E.B. (Korea), Create on line (U.K.), Disegno Industriale (Italy), and we were invited to exhibit our work in several art events.

Selected books:

- Illustration Now and Taschen's 1000 Favourite Websites - Taschen
- Los Logos and Dos Logos - Die Gestalten Verlag (Germany)
- New Masters of Flash – Apress (Usa)
- Websites 100% loaded – Gribaudo (Germany)
- Web Design Index 3, 4 & 5 (The Netherlands)
- WDE and Web Design Annual (Italy)

Selected art exhibitions:

- 1996, Mifav, Roma (Italy)
- 2001, DesignFesta, Tokyo (Japan)
- 2001, Biennale delle Arti, Reggio di Caserta (Italy)
- 2007, DAS, Roma (Italy)
- 2006, CSMEF, Guangzhou, Canton (China)
- 2009, ToShare Festival, Torino (Italy)
- 2010, Festa dell'Architettura, MACRO, Roma (Italy)

Selected awards:

- Flash Film Festival (New York, San Francisco, US) - Winner “BenQ”
- SXSW Interactive (US)
- I.D. - Design Distinction
- FWA Award (UK) - Site of the Month “Tokidoki”, Site of the Day “DesignerGokko”
- The New York Festival (US) - “Any surface”
- MediaKey (Italy)
- Freccia d'oro (Italy)

Education

1994-1999

La Sapienza University

Honours Degree in Communication Sciences
Major: Cultural Anthropology, Interaction Design

Rome (Italy)

Languages

Italian: mother tongue | English: fluent | French: intermediate | Spanish: basic.

Technical skills

User Experience and Business Intelligence:

- Branding and ROI possibilities through the web and digital media
- Customer heuristic e data mining

Interaction Design and Ethnographic Research Methods:

- Concept maps, conceptual models, moodboards, personas, user scenarios
- Information design: site maps, task analysis, task flows
- UX design: design patterns, design components, wireframes, lo-fi prototypes
- Ethnographic methods for design strategy
- Usability tests: expert and heuristic evaluations, cognitive walkthrough, user testing (observations, task analysis, thinking aloud, interviews and focus groups, performance measurement)
- Design for disable people (WAI, AAA)
- Handheld and mobile design
- Content Management System, Customer Relationship Management
- E-learning platforms

Travel Technology:

- Travel booking engines for travel agencies, call centers, tour operators
- XML Standards based platform for delivering innovative dynamic packaging solutions
- IBE for Air (GDS, Low Cost Carriers), Hotel (multiple suppliers), Holiday packages, Cars, Events, Ferries
- System integration with common ERP systems (tour operator and travel agencies), white labels, widgets
- Loyalty programs allowing members to earn and spend points (fidelity cards integrated to websites, online catalogues, POS systems)
- Mobile applications for booking

Project Management:

- Full understanding of the production life cycle
- 'Harder' project management methodologies and 'softer' group dynamics
- Accounting, budgeting and financing of digital design projects

Digital Design:

- Windows, MacOS, Graphics Suites Adobe e Macromedia

Thanks for your attention.

References and portfolio available on request.

Luca Simeone's Curriculum Vitae – Long Version 2010

Keywords: Managing Innovation, Design Anthropology, Social Psychology, Cultural Anthropology, Experience Enhancement, Emergent and Sustainable Design, Interaction Design, Visual Communication.