

# LUCA SIMEONE

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## MAIN PROFESSIONAL INTEREST

How design can be used as a practice and as a way of thinking to support innovation, entrepreneurial activities and management processes.

## CAREER HIGHLIGHTS

- I worked on more than 500 design projects, combining advanced technology and ethnographic methods: web-based platforms, videogames, ultra-short videos, data visualization, e-learning experiences, responsive architecture, digital marketing for Clients such as Sony, Nintendo, Mercedes, MTV, Dior, Procter & Gamble, Unilever, Intesa Sanpaolo Bank, Pfizer and the Government of Singapore. Key design projects have got international awards and recognition (e.g., FWA, I.D., SXSW, The New York Festival).
- In the past 20 years, as founder and/or member of the managing board, I was instrumental in launching 6 companies, with annual turnovers ranging up to €30 million. One company was backed by VCs, another sold, 3 are still running. My contribution to these companies has been to employ a design-based approach to ignite and sustain entrepreneurial processes.
- I have conducted research and teaching activities in leading international centers (Harvard, MIT, Polytechnic University of Milan, Malmö University and University of the Arts London), (co)authoring and (co)editing some 70 publications. My latest book (Visualizing the Data City, Springer, 2014) explores the potential of data visualizations for more inclusive urban design, planning, management processes.
- In the past 10 years, I wrote dozens of proposals for research projects - mostly EU funding - and a fair percentage of them got funded (40% in the past three years, 2014-2016, for a total of about €16 million). In the majority of the proposals I acted as main applicant and/or offered significant contributions.

## WORK EXPERIENCE (SELECTION)

**Logic Moon** *Founder and Managing Partner* (Malmö, 2015 - present)

Logic Moon is a pluggable unit that uses design methods to offer innovation consultancy services and training to private companies, government institutions and academic organizations.

**Vianet** *Founder, Managing Partner, Visual and Interaction Designer* (Rome, 1999 - present)

Vianet is an interaction and visual design agency. My responsibilities with Vianet include:

- Managing both the creative and the developing processes (up to 30 people)
- Developing the business strategy (annual turnovers up to € 1.6M)
- Leading the research activities

Vianet products have been awarded the most prestigious international competitions and are often mentioned on design books and magazines. Vianet has carried out projects in

more than 30 countries and 18 languages, with commercial hubs in Singapore, Toronto and Doha (Qatar).

**Politecnico di Milano** *Adjunct Professor (Professore a contratto)* (Milan, 2013 - present)

I teach a design management course for the Master's Programme in Service Design.

**European Commission** *Independent Expert* (Luxembourg & Brussels, 2004 – present)

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 and as consultant to help defining funding schemes.

**Innovation Insights Hub, Central Saint Martins, University of the Arts London**

*Visiting Researcher* (London, 2014 – 2015)

Beside some lecturing activities, I mainly conducted research investigating how design can support entrepreneurial activities and innovation in academic environments.

**metaLAB at Harvard University** *Fellow* (Cambridge MA, 2013 – 2015)

I contributed to two initiatives at the Harvard Berkman Center:

- a study on the characteristics of innovation spaces in Boston
- some co-design workshops for a joint symposium with UNICEF.

**Massachusetts Institute of Technology, SENSEable City Lab** *Research Affiliate* (Cambridge MA, 2011)

I led an ethnographic study on the organizational dimensions of the lab behind its transdisciplinary approach towards innovation.

## EDUCATION

- MSc Degree (Laurea quinquennale 110/110 cum laude) in Communication Science  
*La Sapienza University* (Rome, 1993 - 1999)