

Curiosity and a holistic approach to design led me to pursue opportunities in diverse areas such as building industry, interaction design and education. My background in architecture gave me a strong understanding of the physical dimension of interaction experiences. Practice as educator let me appreciate the nuances of interpersonal exchange, when working to engaging people. My interest is focused on interaction design via both digital and physical means, to achieve memorable user experiences.

Skills

10+ years in design.
3+ countries.

EXPERIENCE DESIGN

- User research
- Personas, Storytelling
- Concept development
- User journeys, wireframing
- Client communication
- Prototyping
- Testing with users

ARCHITECTURE

- Production process control
- Design to budget
- Cross discipline team work
- Context-based design
- Working with materials

Tools

WIREFRAMING & PROTOTYPES

- Sketchin, Adobe Xd, Invision
- Framer Studio

2D VISUAL AND VIDEO

- Adobe Photoshop / Illustrator
- Adobe Indesign
- Adobe Premiere / After effects

3D & TECHNICAL DRAWING

- Autocad
- Rhinoceros 3D / Grasshopper
- 3dsmax

3D INTERACTION

- Unity 3D

CODING LANGUAGES

- Html / Css

PHYSICAL COMPUTING

- Arduino / Processing

Working Experience

LEAD USER EXPERIENCE, INTERACTION DESIGNER

Studio too | Bologna, Italy

2015–2019

My work focused on the digital projects of the studio, where my duties included: drafting concepts for engaging user experiences, keeping client relations, design and execute the projects coordinating a small team of collaborators up to delivery.

Main projects that I directly managed include:

- Ideas to move, an educational tool to engage and inform young citizens about cooperation for development;
- Itinerari Oltrepò, an online guide for local highlights aimed at touristic information;
- La via della libertà, an online/offline narrative to engage students and local school in local cultural heritage of WWII Resistance.

Studio too is a multidisciplinary design studio, active in architecture and interaction design, working to enhance businesses and public institutions in the industries of Tourism, Food, and Education.

www.studiotoo.it

PARTICIPATIVE DESIGN, HUMAN CENTERED DESIGN

Animali Sociali studio | Bologna, Italy

2016–2018

I co-designed participative and educational processes through spatial interventions. I advocated Human Centered Design and worked to include its principles into the team's activity.

We worked with schools, NGOs and local communities to transform each architectural problem in opportunities for the whole community to share needs, focus on desires and take part in the process. Our tools: HCD principles, design workshops, playful engagement as well as classic participative urban design procedures.

Animali Sociali studio focuses on architecture for social innovation through design thinking and participative processes, and through educational programmes for primary and secondary schools.

www.animalisociali.org

EXPERIENCE DESIGNER, ARCHITECT

Cyberparks project | Amsterdam (NL), Lisbon (P), Nicosia (CY)

2017–2018

I took part in the EU funded Cyberparks research programme, focused on the relation between ICTs and Public Spaces, and the role/opportunities of digital tools in the design and experience of the urban environment.

As a practitioner-researcher, I took part in research and design sessions on urban games, city spaces as urban interface, and dissemination activities such as lectures and publications. I spent a longer period at the STARC dept of The Cyprus Institute University, to design specific digital tools to enhance local cultural heritage integration in touristic experience in Nicosia (CY).

www.cyberparks-project.eu

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Francesco Bagni

Experience designer

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Languages

English - full proficiency
Greek - full proficiency
Danish - beginner
Italian - mothertongue

Soft skills

Communication
Problem solving
Teamwork
Adaptability
Keep learning
Empathy

Publications

— G. Artopoulos (Ed.), Hybrid
Heritagescapes as Urban
Commons in Mediterranean
Cities.

Nicosia: The Cyprus Institute, 2018
ISBN: 978-198-123-717-3

— C. S. Costa and K.
Ioannidis (Eds), The making
of the mediated public space -
CyberParks Project.

Lisbon: Edições Universitárias Lusófona.
ISBN 978-989-757-059-9

Great things

Working as an educator at [Animali Sociali studio](#) has been a surprisingly great experience. We designed and operated a year-long class for teenagers titled "How to design your world": a hands-on journey to explore their city, understand spaces, imagine their school's common spaces and participatively-design their schoolyard. Stimulating discoveries, communication challenges, deep connections and great fun where part of the process at the base of so many experiences that, as a designer, I strive to design: the learning process.

Working experience - continued

ARCHITECT PRACTITIONER

Senior Architect / Practitioner | Athens (GR), Rome (IT), Bologna (IT)

2005–2014

After graduation I worked as a Junior Architect, then Project Architect at Anamorphosis Architects (Athens, GR). Moving back to Italy I worked as a practitioner in Rome, then in Bologna, focusing on small scale commercial, residential projects and participative urban design projects.

Problem solving

FOCUSING ON THE CORE GOALS

Working for public institutions in Italy has proven challenging for the often non transparent approval processes. This, in projects with many stakeholders like the territorial-based Itinerari Oltrepò, resulted in multiple presentation meetings and countless approval milestones. This process, while time consuming, helped me focus on the features essential to the user experience and the project's core goals and present the project and progress accordingly.

WORKING TO BUILD THE RIGHT ENVIRONMENT

Designing experiences is a team effort. In each team I collaborate with I strive to understand each member's natural role and to proactively participate in building a great working environment: whether it be by sharing knowledge across the studio in a usable way, or by adjusting my contribution to the relevant necessities of the team.

Education

Short Term Scientific Mission (STSM) | **The Cyprus Institute**, Nicosia (CY)
ICT FOR CIVIC INTERACTION AND CULTURAL HERITAGE

Mar 2018

Cost EU Training School | **The Cyprus Institute**, Nicosia (CY)
DIGITAL HERITAGE-SCAPES IN MEDITERRANEAN CITIES

Nov 2017

Cost EU Training School | **Universidade Lusófona**, Lisboa (P)
DIGITAL MEDIATED PUBLIC SPACES

Feb 2017

Cost EU Training School | **University of Applied Sciences**, Amsterdam (NL)
URBAN GAMES AS CIVIC TOOL

Oct 2016

Short term training (Stage 1 & 2) | **Architectes sans frontières**, Milano (IT)
PARTICIPATIVE URBAN DESIGN

May 2014

MOOC | **Ideo.org**, Acumen+
HUMAN CENTERED DESIGN FOR SOCIAL INNOVATION

2014

Summer course | **UAL Central Saint Martins**, London (UK)
EXPERIENCE DESIGN

Jul 2013

M.A. | **University of Architecture**, Ferrara (IT)
MASTER IN ARCHITECTURE

1998–2004