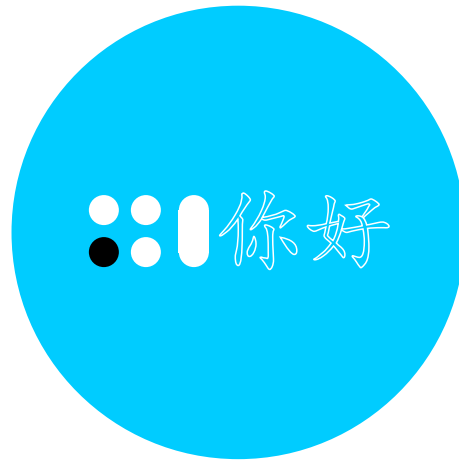

Luca Marzello

Design | Product | Experience

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PROFILE

Bringing over 20 years of experience crafting and developing concepts for products and services across multiple touchpoints.

Extensive experience leading and mentoring multidisciplinary teams, explaining, discussing, and justifying design decisions effectively from inception to completion.

Curious, self-motivated team player eager to investigate the best possible and innovative but viable solutions while pushing passionately the quality of work.

Logical thinker who aims to solve complex problems with simple ideas that combine delightfully measured solutions with great engineering. Advocate for flat structures, bridging the gap between validated implementation and content in a constant user centred design focus.

Inspired by the people and their inter-social dynamics, eager to help them to learn and grow. Aiming to produce meaningful and immersive experiences for the audience to enjoy.

DISCIPLINES

Concept Development and Strategy
Design Systems | System thinking
Native platforms | iOS/Android/Windows
Multi-Screen/Responsive Design
Digital Brand Development
Product/Service Design
IXD/UCD/GUI/UX/IA/CX
User Centred Design
Software as a Service
Design Research
Internet of Things
Big Data Visualisation
Social/IPTV/Transactional Platforms
Interactive Kiosk
Advertising
Visual Identity
Illustration
Packaging



EMPLOYMENT HISTORY



CURRENT – FEB 2014

01TEMP LTD · Founder/Chief Designer Officer

Successfully delivering hands-on/off solutions as Head/Lead/Principal end-to-end designer. Working cross-platforms on native, web and all touch-points strategically. Improving overall experiences delivering measurable results for both, users and business.

IN-HOUSE

Babylon Health | AIG | Science | Hive, British Gas | HSBC | Expedia | BBC | Financial Times | Moneyfarm | British Airways | Ascential

AGENCIES

Sapient | VCCP | Candyspace | EY Seren | Fathom | Imagination | RedEye | pulse group | Massive | Initials | Nimbletank Bio Agency Red Eye

STARTUPS

DOODLEBOX | Co-Founder/CD | AR/VR, Games and Experiences Hoxfon | Kamet | Explovia | Football Album

INSTITUTIONS

UNIVERSITY OF CHESTER | Guest Lecturer – Digital Product Design

JAN 2014 – JUN 2013

ODYSSEY MOBILE · Creative Director

Raised the creative proposal generating new deals with Microsoft, Xbox and Nokia. Worked with success for clients such as Warner Bros., Zurich, Ubisoft, One Entertainment and many others.

JUN 2013 – JUL 2011

OPERA MEDIAWORKS · Head of Creative Services EMEA

Formerly 4th Screen Advertising. Successfully set up and the Mobile department from scratch and immediately started to transform many pitches since settlement. Attracted Opera Software whereby the Creative department proposal (acquisition made in February 2012).

JUL 2011 – OCT 2010

VARIOUS · Senior Freelance Product/UX/UI/CX Designer

Ocado | Time Out | HSBC | Visual DNA | SKY | SONY | McCann Momentum



AUG 2010 – JUL 2005

01TEMP · Founder/Creative Director

Worked as creative consultant for clients such as AC Milan, Citroën, Vodafone, Kinder, Nutella, Tic-Tac, United Nations and many more.

JUL 2005 – JUN 2000

ECLETTICA · Lead Interactive Designer/Developer

Elevated the company design standards to compete with the top 10 new media agencies in Italy. Launched a plethora of brands to the web from the very beginning of digital presence including Ferrero.it which was personally selected by Michele Ferrero to represent the group philosophy.

JUN 2000 – MAR 1997

CSI-PIEMONTE · Interaction Designer (UX/UI)

Developing accessible public products and services for the Mayor of Turin city council. Working large engineering teams on multiple projects.

EDUCATION

- 2005 **University of Turin** · B.A., Human Computer Interaction, Honours
- 1996 **Enaip, Grugliasco** · Diploma in Multimedia and Desk-Top Publishing
- 1992 **Albe Steiner, Turin** · College of Advertising and Graphic Design

AWARDS

- 2012 **IAB UK · Best Mobile Creative Portfolio**
"Various" | Contractor Opera MediaWorks
- 2008 **Italian Communication Award · Golden Tag 22th Ed | Interactive/Digital activation**
"Contact" Vodafone | Contractor XFLab
- 2007 **Golden BIP Award · Best employer branding campaign**
"Job is Now" Vodafone | Contractor XForming
- 2006 **Classic Concept · Louis Vuitton Awards**
"Maserati Birthcage 75th" | Contractor Eclettica
- 2005 **Best Prototype Concept · Geneva Motor Show**
"Maserati Birthcage 75th" | Contractor Eclettica

PUBLICATIONS

- 2007 **ADV. Communication strategies Vodafone, Contact**
N°7 Sep., Reed Business Information publisher, p.151
- 2004 **Pubblicità Italia, Communication Weekly Eclettica**
VNU Business publication Italy publisher, p.55/p.106
- 2004 **Web Design in Italy 1.0 Happy Books**
VV, Bavaria, Palazzo Bricherasio, Ragno, Ferrero.it and Amnesty International
- 2006 – 2008 **Digicult/Digimag Fluid.nl, Wefail-sofake.com**
VV. Articles and interviews as contributor

TEACHING, SEMINARS AND LECTURES

- 2019 – 2016 **University of Chester** · Guest Lecturer, Product design
- 2010 – 2009 **Albe Steiner Institute** · Seminars, "Be social! Web changes and trends"
- 2009 **Enaip Institute** · Seminars, "Web design, figures in the making"
- 2009 – 2008 **Albe Steiner Institute** · Lectures series, Flash | OOP-RIA | Gamification
- 2009 – 2008 **Albe Steiner Institute** · Classes, Interaction design principles | UCD applications

LANGUAGES

- ENGLISH Naturalisation occurred in 2019
- ITALIAN Native
- FRENCH Basic comprehension – College education
- CHINESE – MANDARIN Very basic comprehension – 2 years



谢谢