

# Giuseppe Burdo

## UX & IxD

I do digital product and interface design, tackling interactive in-store displays to highly scientific applications for web, mobile and natural user interfaces.

web: meul.it

### PROFESSION

*2013 - ongoing*

#### **UX/UI/IxD Consultant & contractor, Venice (mostly)**

I have delivered all UX activities from research to UI design, prototyping, and testing. According to the business context, my role has included planning, mentoring and production. I have worked as solo and in team with clients of different types and scale, stakeholders and final customers.

*Jun 2012 - Feb 2013*

#### **UX @ Imagini, London (permanent)**

Concept, lo-fi and hi-fi mockups in the marketing division for VisualDNA internal and clients products. Minor: data visualisations, hackatons member

*Feb 2012 - Apr 2012*

#### **UX @ Niew Design, Modena (contract)**

Team research, design and production of media screen interfaces for machine operators in Tetra Pak. Minor: Information architecture, mockups and graphics

#### Public speaking

I lead workshops and talks to designers sometimes, in a variety of communities including UxBookClub, World Usability Day and in smaller events.

*Before (during Education and shortly after)*

Designer/Curator for an interactive product/installation at Genoa Science Festival, Architect assistant in Venice Biennale, User Research and Design at SCA Hygiene Products

### EDUCATION

*Sep 2008 - Apr 2011*

#### **MA Visual Communications, IUAV University, Venice (110/110)**

Interaction design, graphics and exhibition.

Thesis: Design and prototyping of a natural interface based in computer vision for educational purposes

*Sep 2009 - Apr 2010*

#### **MSc Medialogy, Erasmus programme, Copenhagen**

Physical computing, programming, design concept

Major: Brain computer interface for paralysed people

*Sep 2004 - Apr 2008*

#### **BA Audiovisual and Multimedia Communication, Ferrara (110/110)**

Education, communication, video production.

Thesis: Touch and Sight in a Virtual Reality application

#### *Shorter programmes*

ITP (Interactive Telecommunication Programme) Summer Camp at NY University, Design

Residency at REAP University of Waterloo, Interactivos at Medialab Museo del Prado (Madrid)

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### ACTIVITIES

Brief & Debrief  
Competitive analysis  
Design principles  
Design systems  
Digital fabrication  
Documentation & Guidelines  
Information architecture  
Public speaking  
Prototyping (without/with code)  
Research  
Sketching  
Strategy  
User flow  
User Interface Design  
User Testing  
+ Custom activities for User Research

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### PLATFORM

Web (RWD/AWD)  
Native (Android, iOS, Watch, TV)  
HMI Desktop  
IoT  
Kiosk  
NUI  
VR

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### SECTOR

Corporate  
Energy  
Entertainment  
E-commerce  
Fashion  
Fintech  
Food  
Intranet  
Landing page  
Public sector  
Luxury  
Healthcare  
Tourism  
Scientific

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### TEAM

Design sprint  
Hackaton  
Innovation workshop  
Mentoring  
Pitching  
Product management

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### TOOLS

#### **Hands-on**

Paper, post-it, colors, masking tape

Walls

Cardboard

#### **Digital**

Sketch & Craft

Adobe (visual & video)

Keynote

Axure

Invision, Marvel

Google Doc, Sheets

Google icons, Material

Dropbox Paper

Hotjar, Lookback, Google Analytics

Cinema4D

HTML, CSS, SASS, Jekyll

Github

Basic programming (JS, OpenCV, PHP)

*\*items sorted by A-Z or by experience*