

Pietro Desiato

Via Tanzillo 1, Telesse Terme (BN) ITALY

Tel: (0039) 3479254559

E: info@pietrodesiato.com

W: www.pietrodesiato.com

PROFILE:

Highly motivated and versatile designer with a solid background in human and social sciences. Able to analyze problems from different perspectives and with critical sense. Prefers working as part of a team and can relate to the different professionals involved in the design process. His humanistic sensibility and user-centered awareness, is sustained by excellent design skills. Passionate about people and technology, he is always ready to accept new challenges and learn new skills.

EDUCATION:

M.A. Interaction Design, Malmö University, Malmö (Sweden), Sep 2006 – Jun 2007

Pietro has completed his experience at K3 School of Arts and Communication in Malmö (Sweden). He defended his thesis for the M.A. in Interaction Design and presented his working prototype at [BusinessToButtons](#) conference.

Master's Degree in Advanced Technologies of Interactive Communication, University of Tor Vergata, Rome (Italy), Sep 2005 – Dec 2006

A one year master's course (TACI) where he learnt the basis and the approaches to the Interaction Design. For his thesis, he worked on the role of the museums in the contemporary society and on mobile phone interfaces.

Professional Course in Web Design, Anja Accademy, Rome (Italy), Sep 2003 – Jun 2004

B.A. Cum Laude in Media Studies, Univ. LaSapienza, Rome (Italy), Nov 2001 – May 2005

During these three years he acquired a surprising sensibility for people and for social relationships that has resulted crucial in the way he approaches problems. His Thesis analyses the contemporary lifestyles focusing on the relation between new individualities and Apple products.

DESIGN APPROACH:

As graduate interaction designer, he is aware of the different methods and processes of research and design and considers technology as something people should enjoy and use with ease. Thanks to the recent experience in Sweden he is familiar with mobile technologies and related issues. He cares of sharing his perspective and promoting the exchange of ideas in his team.

WORK EXPERIENCE

Mobisle, Feb 2010 – Present

Pietro co-founded Mobisle (www.mobisle.org), a design and development company that develops and publishes mobile applications, with a focus on the Apple iPhone and iPad. He is responsible for the design and the overall user experience of the products.

Venere NET (Expedia), Jun 2008 – Feb 2010

He joined the usability team as Interaction Designer and was responsible for the planning, design and management of web projects impacting high volumes of users. He produced interactive prototypes and conducted usability testing on real users. He was also responsible for evaluating the project's results and performance with advance web analytics tools.

Telecom Italia Media – La7, Jan– Jun 2008

as Web Producer Junior he joined the La7.it team to design and update the website of the third national broadcasting channel, La7. He collaborated to the interaction design and has been called to offer an overview of new web scenarios and technologies

Estrogeni, Oct 2007 – Jan 2008

as Web Designer he has been involved in the creative process of marketing campaigns and into their effective realization. He has also been working on websites and viral marketing

Gruppo L'Espresso, June – Sep 2005

Three-month internship as editor. He is been writing all sort of TV articles in a teamwork environment dealing with very strict deadlines.

Dreamyourmind Srl, Web and Graphic Designer, Oct 2004 – Dec 2005

as Web and Graphic Designer he has been responsible for several websites and for translating customers' needs into usable and satisfying products. He has always been working with a user-centered approach and attention for the standards.

IT SKILLS:

At ease with Adobe **Photoshop**, Fireworks, Illustrator and Flash, Pietro has also a good understanding of programming languages and frameworks. For iPhone and iPad projects, he works with **XCode** and Interface Builder.

For web projects, he takes advantage of his knowledge of **XHTML** and **CSS** standards, scripting languages (PHP and JavaScript) and SQL basic knowledge.

He can easily prototype, accordingly to the needs, in Fireworks, **Axure RP**, Flash and Omnigraffe.

ADDITIONAL INFORMATION:

His personal (www.pietrodesiato.com) and company's (www.mobisle.org) websites serve as an archive of his thoughts on Interaction Design and as portfolio of his projects.

He loves photography and publishes his shots on www.flickr.com/photos/piede

Interests / Hobbies: listening and playing music; love for Apple design and products; horses; travelling.

Driving Licence: Clean EU Licence