

Nunzia Coco
Experience Designer
nunzia.coco@gmail.com
info@coconu.it

Summary

Nunzia is a experience designer and innovation design consultant based in Italy. She specialised in user-centered design at CIID and she uses these tools and methods to make real world services and digital products better for people.

Since 2004 she has worked as visual designer and interaction designer for several communication/service design companies in Italy and abroad (TBWA/EPG Lisbon(PT), Coin fashion and interiors industry(IT), OOT (IT), Live|work(UK), Crossroad Innovation(DK)). She dealt with various teams of specialists on exhibition design projects in Milan, for the national art gallery in Rome and on a number of editorial projects for public and private sectors.

Currently she is teaching Basic Design at the Design University of Urbino, ISIA, Italy. She collaborated as assistant professor with Professor Giovanni Anceschi at the Industrial Design University in Venice on the same topic. Since 2006 she organized Basic Design seminars and workshops for the PHD in Design Sciences at IUAV, Venice.

She owns a BA in Industrial Design and a MA in Visual and Multimedia Communication from IUAV, Venice. In 2008/09 she was at the Copenhagen Institute of Interaction Design CIID (Pilot year).

Specialities

User experience research
Design processes and methodologies
Concept Development
Team working and group dynamics
Visual and system thinking
Graphic and visual design
Rapid prototyping

Experience

Basic Design Professor at ISIA Istituto Superiore per le Industrie Artistiche

March 2010 – June 2010 (4 months)

October 2010 – February 2011

Basic Design course. Design university of Urbino, ISIA. Italy

Experience Designer Consultant

October 2009 – Present

My goal is applying design and technology to people's lives through designing and prototyping new ideas for products, services and software using the user-centred design processes. Particularly interested in ethnographic field research.

Since October she has worked with CIID, Live|work and Crossroad Innovation.

Student at Copenhagen Institute of Interaction Design

September 2008 – September 2009 (1 year 1 month)

The Interaction Design Pilot Year students will learn to apply design and technology to people's lives through designing and prototyping new ideas for products, services and software. Workshops with Industry like NOKIA, INTEL, DSB and NOVONORDISK.

Copenhagen, Denmark

Art director junior at OOT

July 2007 – October 2007 (4 months)

OOT-The new convergent media. A WPP Associated Company. Consultancy, on line and off line graphic design, ADV, brand strategy. Treviso, Italy

Freelance graphic and multimedia designer at Gruppo Coin

July 2005 – March 2007 (1 year 9 months)

Freelance for Interior Retail design department and Visual Merchandising department

Teaching assistant at IUAV

September 2004 – July 2006 (1 year 11 months)

Faculty of Design and Arts, undergraduate school of Industrial Design: assistant professor of Basic Design Lab. Professor Giovanni Anceschi

Intern as graphic designer at TBWA \ Lisbon

September 2004 – December 2004 (4 months)

TBWA \ Lisbon is integrated into the network TBWA \ and is part of the Omnicom Group, one of the largest media groups worldwide.

The local level, the TBWA \ Lisbon consists of a team of 50 people working in various areas such as communication / brand management, creativity and ideas, design, research and strategic planning, traffic and audio-visual production.

Education

CIID/DKDS Copenhagen Institute of Interaction design

MA Interaction design, 2008 – 2009 <http://dkds.ciid.dk/>

Università IUAV di Venezia

MA Visual communication and Multimedia, 2005 – 2008

Università IUAV di Venezia

BA Industrial Design, 2001 – 2005

Honours and Awards

Conference:

"Pro.Seed. Designer toolkit for effective profiling and self-reflection"

at SIDeR 2010, Umeå Institute of Design, March 24–26.

and in IDEO Munich, March 18th

"New Basic Design: la tradizione del nuovo"

at International Design Conference 2009, IUAV, Venice,

Exhibitions:

"Migropolis. Venice / Atlas of a Global Situation",

8th October- 6th December 2009 Fondazione bevilacqua la masa, Venice (IT),

www.migropolis.com

"Bunny Bot" , tangible floor game for two players the Innovation Lab's NEXT exhibition, April 2-5th 2009, Århus (DK)

Publications:

"L'esercitazione di Moholy-Nagy" in Progetto Grafico, numero 12/13, September 2009

"New Basic Design: la tradizione del nuovo-workshop 2006" in Il Verri, n°43, June 2010