



Guido Parlato

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I am a Principal Interaction Designer and Information Architect specialized in Digital User Experiences.

In more than 10 years of experience with digital and user-centered design, I have led numerous projects and delivered effective experiences for global clients, ranging from cross-platform OTT services for major European players, to e-commerce websites, financial services and healthcare products. Since 2004 I have participated in teaching activities at Politecnico di Milano, SUPSI, and IED.

As Principal Designer at frog, I am a Regional Discipline Lead of Interaction Design.

Working experience

2010 – Present: Principal Interaction Designer at frog, Milano

In charge of team and project leading in long-term global programs, designing multi-channel ecosystems starting from the understanding of the growth metrics, the definition of the product strategies, heading to the conceptualization of the systemic vision.

I'm used to defining interaction models and design interactions by working together with the technology team, stressing the use of prototypes and following the agile methodology.

During my experience in frog, I have had the possibility to design for a wide variety of platforms, such as web, tablets, smartphones (iOS, Android, Win Mobile), Windows 8, PS3, PS4, Xbox 360, Xbox One, CTVs, and custom STBs.

2008 – 2010: Interaction designer at Itsme (Startup), Milano

Researcher and designer within the interaction design team at Itsme, a startup company born with the aim of creating an open-source operating system characterized by a new interaction metaphor based on the concept of "Stories and Venues".

I was in charge of researching and investigating the actual technology panorama, conceptualize new Itsme OS features and specify requirements for the development. Furthermore, I was responsible for the coordination between interaction design, tech development, and communication teams.

2007 – 2008: UI specialist consultant at H3G, Milano

In charge of UI improvements within the H3G Product Development Team, responsible for the software and industrial design of the H3G own products.

I was in charge of defining both the UI and GUI of MOMO Design branded devices, supervising the consistency across the different product platforms. Thanks to this experience I had the possibility to work together with engineers and designers from LG, BenQ, ZTE, and Huawei. Furthermore, I followed both the UI and the GUI customizations of different handsets produced by leading global vendors.

2007: Freelance activity

2006: Interaction designer at Jamba GmbH, Berlin

Interaction and graphic designer within the Jamba Music Team, responsible for the Jamba Music client development, one of the first music rental services, available on both PC and mobile phones (Symbian S40 and S60, Windows Mobile, UIQ, J2ME).

2005: Freelance activity

2004: Internship at Total Tool, Milano

Teaching experience

2016 - Now: Politecnico di Milano, Design Faculty

I have been tutoring at the Interaction Design course (Laboratorio di Sistemi Per l'Interazione)

Prof.: Roberta Tassi, Gianluca Brugnoli, Fabio Sergio.

2014: Istituto Europeo del Design, Master in Brand Design

Holding a workshop in "Brand Experience". It was focused on providing the tools and challenging the students on identify and develop the UX elements that define the brand experience and convey the brand values.

2014: Istituto Europeo del Design, Master in Brand Design

Holding a course in "Digital Design Methodology". The course was focused on providing methodologies, tools, and techniques for designing multiscreen ecosystems.

2013: SUPSI, Master of Advanced Studies in Interaction Design (MAIND)

Holding a course in "Design for mobile devices". The course was focused on providing methodologies, tools, and techniques (patterns, resources, tips and tricks) for designing mobile applications.

2013: Istituto Europeo del Design, Master in Brand Design

Holding a course in "Design for mobile devices". The course was focused on providing the basis for designing multiscreen ecosystems with a detailed digression on the methodologies for designing responsive websites.

2009: Domus Academy, Master in Business Design

Tutor at the "Design brand exploitation" workshop, organized by Itsme at the Master in Business Design.

2008: Istituto Europeo del Design, Master in Graphic Design Management

Holding a course in "Tools for design" (Adobe Illustrator, Photoshop, Indesign and Macromedia Flash) at the Master in Design Management.

2007: Istituto Europeo del Design, Master in Graphic Design Management

Holding a course in "Tools for design" (Adobe Illustrator, Photoshop, Indesign and Macromedia Flash) at the Master in Design Management.

2004 - 2009: Politecnico di Milano, Design Faculty

Tutor at " Laboratorio di design della comunicazione - concept design" course.

Conferences

2012: The Android experience

(Di Saverio E., Parlato G.)

An investigation, from both software and design point of view, on the state of the art of the Android user experience after the introduction of the official design patterns with the ICS release.

WhyMCA Mobile Developer Conference, 24 – 25 May 2012. Savoia Hotel Country House, Bologna, Italy.

2009: Itsme, beyond the desktop metaphor

(Diana C., Moderini C., Parlato G., Tassi R.)

Master in Technologies for Human Communication, Faculty of Communication Sciences.

Università della Svizzera italiana, Lugano, CH

2009: Itsme, beyond the desktop metaphor

(Diana C., Moderini C., Parlato G., Tassi R.)

Presenting the Itsme project at UX Australia, the annual Australian conference on User Experience.

UX Australia, 28 – 29 August 2009. Hotel Realm, Canberra ACT, Australia.

Education

1999 – 2005: Master's degree of Industrial Design, Communication Design, Politecnico di Milano, Milano, Italy

2002 – 2003: I Studied at Fachhochschule Hannover, Hannover, Germany, as part of the Erasmus international exchange program

2002: Course in Typographic Design by the CFP "R. Bauer", Milano, Italy;