



## Guido Parlato

Born: Zevio (VR), 11th, December 1980

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### *I am a Principal Designer specialized in Digital User Experiences and Interaction Design.*

In my 15 years of experience with digital and user-centered design, I have been the creative leader for numerous projects and I have delivered effective experiences for global clients across different industries, as telco, insurtech, financial services, and healthcare. Since 2004 I have participated in teaching activities at Politecnico di Milano, SUPSI, and IED.

As Principal Designer at frog, I am the 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 services starting from the understanding of the growth metrics, the definition of the product strategies and of the service.

I'm used to work with multidisciplinary teams composed by designers, researchers, and developers, by following an end-to-end process that starts with a deep understanding of the user needs and insights and ends delivering the product on the market, by 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 industries and platforms.

### **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;**