



Guido Parlato

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I am a senior interaction designer and information architect specialized in mobile user experience and multichannel ecosystems.

I'm currently working at frog (www.frogdesign.com), a global product strategy and design firm, where I have had the possibility to work with global brands on digital programs which range over a variety of fields, from cross-platform OTT services to responsive e-commerce websites, home banking platforms, and healthcare products and services.

During those programs I had the possibility to design effective experiences on countless platforms like web, tablets, smartphones (iOS, Android, Win Mobile), Windows 8, PS3, PS4, Xbox 360, Xbox One, CTVs.

In my spare time I'm developing WordPress based websites.

Working experience

2010 – Present: Senior interaction designer at frog, Milano

Senior interaction designer at frog, a strategic-creative consultancy that works with the world's leading companies, helping them to design, engineer, and bring to market meaningful products and services.

I'm in charge of team and project leading in long term global programs, designing multi-channel ecosystems from the conceptualization of the systemic vision to the design of microinteractions. I'm used to work together with the technology team from concept to deliver, stressing the usage of prototypes and following the agile methodology.

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 of 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 of 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 on the Interaction Design course (Laboratorio di Sistemi Per l'Interazione).

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

2014: Istituto Europeo del Design, Master in Brand Design

Holding a two months workshop on the topic of "Brand Experience". The course 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 the course of "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 the course of "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 the course of "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

Teaching Adobe Flash.

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

Teaching Adobe Illustrator, Photoshop, Indesign and Macromedia Flash.

Conferences

2012: The Android experience

(Di Saverio E., Parlato G.)

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;