

# LUCA SIMEONE

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## MAIN PROFESSIONAL INTEREST

My work is situated at the intersection of design practice, research and entrepreneurship. In particular, my interest is in how strategic approaches can support design-based innovation and management processes.

## CAREER HIGHLIGHTS

- I worked on more than 500 design projects, combining advanced technology and ethnographic methods: web-based platforms, videogames, ultra-short videos, data visualization, e-learning experiences, responsive architecture, digital marketing for Clients such as Sony, Nintendo, Mercedes, MTV, Dior, Procter & Gamble, Unilever, Intesa Sanpaolo Bank, Pfizer and the Government of Singapore. Key design projects have got international awards and recognition (e.g., FWA, I.D., SXSW, The New York Festival).
- In the past 20 years, as founder and/or member of the managing board, I was instrumental in launching 7 companies, with annual turnovers ranging up to €30 million. One company was backed by VCs, one was successfully crowdfunded, another one was sold. My contribution has been to employ a design-based approach to ignite and sustain entrepreneurial processes.
- I have conducted research and teaching activities in leading international centers (Harvard, MIT, Polytechnic University of Milan, Aalborg University, Malmö University and University of the Arts London), (co)authoring and (co)editing some 70 publications. My latest book (*Visualizing the Data City*, Springer, 2014) explores the potential of data visualizations for more inclusive urban design, planning, management processes.
- In the past 10 years, I wrote dozens of proposals for research projects - mostly EU funding - and a fair percentage of them got funded. In the majority of these proposals I acted as main applicant and/or offered significant contributions.

## WORK EXPERIENCE (SELECTION)

### **Logic Moon** *Founder and Managing Partner* (Malmö, 2015 - present)

Logic Moon is a pluggable unit that uses design methods to offer innovation consultancy services and training to private companies, government institutions and academic organizations.

### **Aalborg University** *Assistant Professor in Service Design* (Copenhagen, 2017 - present)

I teach courses in business and strategy for service design and carry out related research activities.

**Vianet** *Founder, Managing Partner, Visual and Interaction Designer* (Rome, 1999 - present)

Vianet is an interaction and visual design agency. My responsibilities with Vianet include:

- Managing both the creative and the developing processes (up to 30 people)
- Developing the business strategy (annual turnovers up to € 1.6M)
- Leading the research activities

Vianet products have been awarded international competitions and are often mentioned on design books and magazines. Vianet has carried out projects in more than 30 countries and 18 languages, with commercial hubs in Singapore, Toronto and Doha (Qatar).

**European Commission** *Independent Expert* (Luxembourg & Brussels, 2004 – present)

Appointed as independent expert to assist EC services with the evaluation of proposals received under several Work Programmes related to Media and Information Communication Technologies and as consultant to help defining funding schemes.

**Politecnico di Milano** *Visiting Lecturer* (Milan, 2013 - 2017)

I taught a short course in design management for the Master's Programme in Service Design.

**Central Saint Martins, University of the Arts London, Innovation Insights Hub**

*Visiting Researcher* (London, 2014 – 2015)

Besides some lecturing activities, I mainly conducted research investigating how design can support entrepreneurial activities and innovation in academic environments.

**Harvard University, metaLAB** *Fellow* (Cambridge MA, 2013 – 2015)

I contributed to two initiatives at the Harvard Berkman Klein Center: a study on the characteristics of innovation spaces in Boston and some co-design workshops for a joint symposium with UNICEF.

**Massachusetts Institute of Technology, SENSEable City Lab** *Research Affiliate* (Cambridge MA, 2011)

I led an ethnographic study on the organizational dimensions of the lab behind its transdisciplinary approach towards innovation.

## EDUCATION

Ph.D. in Interaction Design

*Malmö University* (Malmö, 2016). Supervisors: Maria Hellström Reimer and Per Linde

Laurea quinquennale (= Italian M.S.) in Communication Science cum laude

*La Sapienza University* (Rome, 1999). Supervisor: Massimo Canevacci