

Chiara Diana *Interaction and visual design*

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PROFILE

Born in 1978, she graduates in Industrial Design in 2001 with a research project about museums, cultural heritage, and ICT (supervisor Valeria Bucchetti, advisor Alessandro Polistina). Thanks to a full scholarship, she attends the first edition of the Interaction Design Master Course at Domus Academy.

Here she meets Claudio Moderini, course director, with whom she starts collaborating immediately afterwards, both in the development of interaction design projects, within DARC - Domus Academy Research Centre, and in didactical activities.

Currently creative and senior consultant at DARC, she has full responsibility on interaction and communication design projects. She is in charge of brief definition, team building, activity planning, she addresses and monitors the development of the project, ensures the quality of the results presenting to the client.

Thanks to these competences, she frequently collaborates with design agency and university research teams, in strategic and product design projects, service design, experience and new media.

Alongside the work at DARC, in 2006 she is in charge of Domus Academy art direction: here she briefs and coordinates the work of the graphic design team, on corporate identity and promotional communication projects, exhibition and event design.

She keeps on working as a freelance in more "traditional" visual communication projects, with a predilection in branding and publishing design.

In the years she gained a relevant teaching experience: project leader in international workshops and invited lecturer in various Italian Universities, she is contract professor at Politecnico di Milano and faculty member of Interaction Design Master Course at Domus Academy,

RECENT INTERACTION DESIGN PROJECTS

MEEM, 2009

Interface concept and design for a mobile app.

Design team: Chiara Diana, Stefano Cardini. / In collaboration with Jozeph Forakis Design.

ITSME, 2008-2010

Interaction concept and design for a revolutionary OS

Design team: Claudio Moderini, Chiara Diana, Roberta Tassi, Guido Parlato.

Museo della ceramica di Fiorano Modense, 2008

Interactive exhibit spot concept and design.

Design team: Chiara Diana, Elena Pacenti, Luca Bilotta.

Porta d'accesso a Roma archeologica, 2007-2008

Enhanced tourism system concept.

Design team: Chiara Diana, Elena Pacenti, Alessandro Busseni. / In collaboration with Kanso.

CLIENTS

AU by Kiddy, Camera di Commercio di Roma, Cefass, Comune di Montecatini Terme, DeepBlue, DDEdizioni, Design Partner, Edizioni Poli.design, EtruriaDesign, Eurocontrol, Experience Roma, Ferrarini, Foval, Fujitsu, Giustiniani Vini, Hong Kong Design Centre, Ibis Hotel, ILC, Jozeph Forakis Design, Material Connexion, MGM Digital Communication, Montesano, Museo della Ceramica di Fiorano Modenese, NCC, Nokia, Pioneer, Procter&Gamble, RCSMediaGroup, Regione Lombardia, SalvidioScillamàIrti Studio, Shiodomeltalia, Telecom Italia, Trivioquadrivio, Unione Europea, Zlango, Zona Tortona.

AWARD

Red Dot Communication Design Award, 2007