

01.08.18

San Francisco, CA

Simone Magurno
Curriculum Vitae



Serious Situations™

www.seriousituations.com
simone@seriousituations.com

Curriculum Vitae

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Résumé

Design & creative leadership.

Hyper Island graduate.

Passionate about product design, branding and design systems.

Formal Education

Hyper Island

Diploma, Digital Media

08.24.2007 — 06.12.2009

Graduated from the Digital Media 2009 program at Hyper Island in Karlskrona, Sweden. The Digital Media course offers a deep insight on all the aspects of content production with digital medias, with particular attention towards team building and collaboration.

As an integral part of the course students are expected to partake in one or more internships.

Libera Università di Lingue e Comunicazione IULM

Bachelor's Degree, Communication Sciences and Technologies

10.10.2003 — 03.20.2007

Graduated with a final score of 105/110 on March 20, 2007 from a three years University course in Science and Technologies of Communications, in the curriculum of Science of Communications, at the IULM University in Milan, Italy.

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My final project was on new media for advertising, and the title of my thesis was “The T-shirt as medium of advertisement”.

Liceo Scientifico Gian Domenico Cassini

High School Degree, Science Curriculum

09.10.1998 — 07.27.2003

Cassini was of the first high schools in Italy to hold experimental courses, including the study of Physics throughout the five years course and of Mathematics applied as a programming language, through the use of computer laboratories and the study of Pascal programming language.

I graduated with 66/90.



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Professional Experience

Creative Director at Microsoft

Computer Software

10.06.2017 — Present

Joining the Fluent team to help define Microsoft’s next design system.

Design Advisor at Tubi

Internet Industry

10.06.2017 — Present

Supervisor: Michael Ahiakpor, michael@tubi.tv

Design advocacy and consulting on product roadmap and processes, new hires and organizational structure.

Head of Design at Tubi

Internet Industry

04.25.2016 — 10.06.2017

Supervisor: Michael Ahiakpor, michael@tubi.tv

Responsible for building the next generation ad-supported video streaming platform across responsive web, Android, iOS and OTT platforms.

Established a functional and visual framework that scales across native mobile applications, responsive web and OTT platforms, ensuring a best in class



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experience across all devices.

Redesigned and shipped a new Roku experience, which doubled the amount of users month over month.

Redesigned and shipped a new iOS experience, placed consistently in the top 100 free applications (peaking at #3 in entertainment, #45 overall on Jan 5th, 2018) on the App Store, with a stable 4.5 star rating.

Redesigned and shipped a new responsive web experience.

Led the redesign of updated Android experience (still under development).

Spearheaded a re-branding initiative and launched a company-wide re-branding comprehensive of a technical brand book and established brand guidelines and brand standards across the whole company.

Built a brand resources center at brand.tubi.tv.

Improved on work processes, cross-functional communication and advised senior leadership, helping to define company values and vision.

Responsible for design hires, career development and establishing a design culture across the company.

Provided over a \$1 million in design value over the course of a year and a half.

Creative Director at Impossible Bureau

Design Studio

05.19.2014 — 04.22.2016
Supervisor: Jeff Yamada, jeff@impossible-bureau.com

Creative leadership and management across multiple client accounts.

Responsible for the output of the design department as well as new business.

Lead design as in-house consultant on a 16 months product development and marketing projects.

Established the San Francisco satellite office in 2014.

Created employees handbooks, defined design best practices and shaped the agency's design culture.

Contributed to over \$300k in revenue over the first twelve months in new business.

Associate Creative Director at Fantasy

Design Studio

02.01.2013 — 05.16.2014
Supervisor: Anton Repponen, anton.repponen@f-i.com

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Contributed to over \$100k in new business.
Participated at in-house design and creative consultancy for Xbox.
Creative leadership and management across multiple accounts.

Art Director at Fantasy

Design Studio

02.15.2012 — 01.31.2013
Supervisor: Anton Repponen, anton.repponen@f-i.com

Responsible for the creative output at Fantasy in San Francisco.
Internal facing responsibilities include creative oversight across multiple accounts along with creative briefing and scope definition, time and allocation management as well as career development.

As a project lead, I have been in charge of reviewing the work of junior to senior designers as well as assist them in client facing scenarios.



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Senior Designer at Fantasy

Design Studio

08.01.2011 — 02.15.2012
Supervisor: Anton Repponen, anton.repponen@f-i.com

First hire in the San Francisco office.
Responsible for creative and design direction across multiple accounts including Google, Verizon and United Nations.
Creative supervision, management and hiring responsibilities towards junior and intermediate designers.

Senior Visual Designer at Odopod

Design Studio

02.14.2011 — 07.29.2011
Supervisor: Albert Poon, albert@odopod.com

Conceptualization, information architecture, interaction and visual design executions for a series of high profile projects for Fortune 500 companies within the internet industry and computer hardware and software industry.

Projects required detailed GUI interaction patterns and design targeting desktop and mobile devices, with a particular focus on scalability and device specific interactions and visual artifacts.

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Art direction and design for winning pitch work for Audemars Piguet.
Art direction and design for the Sony Piiq brand website.
Act as a design mentor for entry and mid-level designer positions.

Senior Visual Designer at R/GA

Advertising Agency

08.04.2010 — 02.12.2011
Supervisor: Daniel Varon, daniel.varon@rga.com

Conceptual and design lead on the Nike account, design and art direction on numerous Nike projects (Nike Storefronts, NikeiD), including art direction and photography for Nike Store, art direction and design for Cole Haan mobile site.

Responsibilities include client meetings and formal presentations.
Mentoring of junior designers.



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Visual Designer at R/GA

Advertising Agency

01.04.2010 — 08.04.2010
Supervisor: Daniel Varon, daniel.varon@rga.com

Design on the Nike account, design and art direction on numerous Nike Store projects developed around a strong focus on interaction design.

Branding, art direction and interface design for web and desktop application.
Illustration and graphic design for NikeiD.

Designer at AKQA

Advertising Agency

10.12.2009 — 12.28.2009
Supervisor: Vinny Abeygunawardena, vinny.abeygunawardena@akqa.com

Design lead in web application development in the healthcare industry.
Conceptualization and design across numerous Nike accounts (Nike Training, Nike Basketball, Nike Running, Nike Sportswear, WNike).

Design Intern at AKQA

Advertising Agency

08.04.2008 — 03.06.2009
Supervisor: Vinny Abeygunawardena, vinny.abeygunawardena@akqa.com

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Conceptualization and design for McDonalds.com global framework.
Product development and design for various mobile and desktop applications for Microsoft and on proprietary devices, conceptualization and motion studies for the interaction design and choreography.

Designer at Glossom

Internet Industry

03.10.2008 — 11.13.2008

Supervisor: Piero Rivizzigno, p.rivizzigno@glossom.com

Branding and extended branding guidelines, application wire framing, web design, graphic user interface design and interaction design for the early beta of the Glossom platform.



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Design Leadership at Serious Situations™

Graphic and Interactive Design

06.01.2006 — Present

Involvement in a large number of projects through the years, collaborating with directly with design agencies, publishers and clients.

Projects include editorial illustrations for global publishers, branding, art direction and design for a large networking site, intranet applications, mobile and desktop native applications, e-commerce solutions for medium to large scale business, interaction design and concept ideation.

Experience with fashion brands and startups.

Clientele

Agency: Nike (US, EMEA, APAQ, Global), Microsoft, McDonalds (Global), Taco Bell, Target, GAP, Montblanc, Capital One, Cole Haan, MTV, Google, Sony (US), Yahoo!, Apple, United Nations, AOL, Salesforce, Samsung.

In-house consultancy: Microsoft, Xbox, Snapfish.

Publications

The KDU, Solstice x 2011, New York: The Keystone Design Union, February

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2011.

Various Authors, Graphic Design Inspirations, Cologne: Daab Media GMBH, December 2010.

Future Publishing, "Create a Stunning Portfolio", Computer Arts Projects #136, April 2010, p. 33.

Various Authors, Über Games, Biberach an der Riss: Über Books, January 2010.

Various Authors, Designer's Playground, Biberach an der Riss: Über Books, January 2010.

Future Publishing, "Promote Yourself", Computer Arts Magazine #169, December 2009, pp. 36—42.

Craig Grannell, "Illustration Process", Digital Arts magazine October Issue, p. 34.

IDG, "Cover Illustration", Cap&Design #8, October 2008, p. 0.

Various Authors, Semi Permanent Book 2008, Rushcutters Bay: Semipermanent, May 2008.

Phil Chang, Children Of The Idiom, New York, NY: The KDU, May 2008.

New Web Pick, "Elite Interview", New Web Pick #16, May 2008, pp. 72—76.

Redouane Oumahi, "The Silence Issue" Deleted Scenes #1, April 2008, pp. 56—57.

Future Publishing, "The art of abstract", Computer Arts n°145, February 2008, p. 45.

Systems Design Limited, "Pick Of The Month", IdN Magazine v14n6, January 2008, p. 123.

Appearances & Accolades

Winds and Words, FWA Site Of The Day, December 2nd, 2016.

Serious Situations, CSS Design Awards Site Of The Day, November 5th, 2016.

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Snapfish, W3 Silver Award Winner (x2), 2015.

Impossible Bureau, W3 Silver Award Winner, 2015.

Impossible Bureau, W3 Gold Award Winner, 2015.

Css Design Awards Design Stories, Design Stories 1: How I Got Into Design & Why, January 30th, 2015.

Xbox Design Language, 2014 IDSA Award, bronze.

Impossible Bureau, Awwwards Site Of The Day, December 15th, 2014.

Impossible Bureau, CSS Design Awards Site Of The Month, October, 2014.

Impossible Bureau, CSS Design Awards Site Of The Day, October 21st, 2014.

Sony Connected World, FWA Site Of The Day, November 6th, 2012.

Project Rebrief, Cannes Silver Lion, July 3rd, 2012.

Project Rebrief, Awwwards Site Of The Day, April 23rd, 2012.

Project Rebrief, FWA Site Of The Day, March 29th, 2012.

Guest speaker at Hyper Island's Master Class, lecture on "Design Process", Los Angeles, CA. April 2010.

Participant at Cut&Paste 2009 in San Francisco, CA. February 2009.

Mention of Honor in Netdiver 1st Digital Art competition, June 2006.

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