

05.04.2012

San Francisco, CA

Simone Magurno  
Professional Résumé



**Serious Situations™**

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# Professional Résumé

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## Summary

Simone Magurno, born in 1984 in Genova, Italy — Italian citizenship.

Proficient in illustration, graphic user interface design, graphic design, branding and design systems.

## 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, focusing on team building and working in groups. As an integral part of the course one or more internships are planned.

### 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. My final project was on new media for advertising, and the title of my thesis was

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“The T-shirt as medium of advertisement”.

### **Liceo Scientifico Gian Domenico Cassini**

High School Degree, Science Curriculum

09.10.1998 — 07.27.2003

One of the first high schools of the country 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 laboratories and the study of Pascal programming language. I graduated with 66/90.



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## **Experience**

### **Art Director at Fantasy Interactive**

Design Studio

15.02.2012 — Present

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

As the responsible for the creative output at Fi in San Francisco, my internal facing responsibilities include creative oversight across multiple accounts along with creative briefing and scoping, 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 during client presentations.

### **Senior Designer Lead at Fantasy Interactive**

Design Studio

08.01.2011 — 15.02.2012

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

Lead creative for Fi's west coast office. Design direction and internal design and project management across multiple accounts including Google, Verizon and United Nations.

Junior and intermediate designers mentoring and creative supervision.

### **Senior Visual Designer at Odopod**

Design Studio

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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.

Art direction and design for winning pitch work for a swiss luxury watch manufacturer.

Art direction and design for the Sony Piiq™ brand website.

Act as a design mentor for entry and mid-level designer positions.



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### **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.

Junior designer's mentoring.

### **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

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Design lead in web application development for health companies.  
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

Conceptualization and design for McDonald's 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.



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### **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.

### **Freelance Art Director & Designer at Serious Situations™ / Simone Magurno**

#### 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 applications, e-commerce solutions for medium to large scale business, interaction design and concept ideation.

Experience with fashion brands and startups.

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## Clientele

Nike (US, EMEA, APAQ, Global), Microsoft, Xbox, Akqa, McDonalds (Global), Taco Bell, Target, GAP, Cap&Design, Glossom, Epos, Computer Arts, IdN, Second Life, Montblanc, Capital One, Cole Haan, MTV, Google, Sony (US), Yahoo!, Apple, United Nations, AOL.

## Publications

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



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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

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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