

Milena Boni / Digital
Designer

portfolio

Milena Boni / CV

EDUCATION

June 2019 / Milan (IT)
Master in Digital Transformation
Talent Garden Innovation School

Dec 2015 / Milan (IT)
Master in Product Design for Innovation
Politecnico di Milano

July 2013 / Como (IT)
Bachelor Degree in Product Design
Politecnico di Milano

SOFTWARE

Windows and Mac OS
AutoCad, Rhinoceros
Keyshot, MS Office
Adobe Suite, Wordpress.

SKILLS

Problem Solving
Decision Making
Self-Management
Attention to detail
Presentation
Client Relationship

LANGUAGES

Italian / Mother tongue
English / Fluent
Spanish / Fluent
French / Basic

INTERESTS

Design.
Travelling.
Languages.

EXPERIENCES

June 2019-August 2019 / Milan (IT)
Digital Innovation Consultant

July 2017-Sept 2018 / Dublin (IE)
Senior Event Designer at 1 Plus Events

March 2017-July 2017 / Dublin (IE)
Designer at 1 Plus Events

October 2016 -January 2017 / Dublin (IE)
Jewellery Product Designer at Byos Jewellery Design

March-April 2016 / Porto (PT)
Product Design Intern at Amorim Cork Composites

March-May 2015 / Milan (IT)
Graphic Design Intern at Le Civette sul Comò

July-January 2007-2008 / Auckland (NZ)
AFS Exchange program

#1 EVENT DESIGN & OPERATION MANAGEMENT

At 1 Plus Events I designed and delivered events and solutions managing different clients and coordinating a team studying new approaches to suit the business requirements.

PROJECTS

/ Exhibitions

Designed panels, artworks and installation for multiple leading events in Ireland.

Managed the creative process to design and deliver different event solutions. Examples include world showcases, recreational events and experiential activations managed by the company all over Ireland.

/ Corporate & Retail Events

Responsible for the design, planning and management of corporate events for medium and large companies in Ireland.

/ Graphic Layout & Creative Content Social Media

As part of the business we provided to our clients digital and printed artworks along with digital marketing campaigns.

/ Team management

In charge of assigning task and deadlines, planning goals and objectives for the team. Ensuring constant communication among the team members, follow ups and performance reviews.



Cooltest Project Showcase 2017
Installation for Microsoft.
This project took inspirations from Minecraft, a famous video-game.
A full immersion experience that attracted all the kids who attended this world-leading showcase.



Printed artworks - Dublin/
Graphic design projects designed for various clients.

Outdoor cinema across Ireland
Designer and Event co-ordinator for
Virgin Media.



#2 CONCEPT DESIGN

Concepts and prototypes across different areas from energy transformation to de-materialization.

PROJECTS

/ Blakon energy transformation

Blakon involves many elements that contribute synergistically to the energy transformation: a brush soaked with black ink (electrically conductive liquid water-based and carbon pigment), a pantograph in plexiglass, a sheet, a heat lamp, and eight LEDs.

/ Luce³

Luce³ is a room of mirrors where the de-materialization plays a predominant and conceptual role through a process of reduction of reality, to emphasize the minimalism of elementary geometric structures of light and material.

/ Barilla open innovation contest

A conceptualisation of a new shape of 3D Printed pasta designing and prototyping a 3D model and making a market validation.

/ Team working

Worked in different teams. Improved teamwork skills such as communication skills and problem solving.



Blakon Energy transformation

An electric circuit is drawn using conductive ink that, once dried, it will turn on the led.



Luce³
Exploring the concept of reduction
playing with geometry.



Desall Barilla open innovation contest 2017
Coccinelle is inspired by nature.
Ladybugs bring luck and abundance wherever they go.

#3 GRAPHIC DESIGN

Graphic design has always been part of my studies and work experiences. In this section I will showcase some of my works.

PROJECTS

/ Branding

One of my very first projects was the design of an agenda, along with the Corporate Image of the brand. This one included the construction of the logo.

/ Artworks

Small to big scale artworks designed for various occasions. Business cards, flyers, and leaflets, editorial projects, posters.

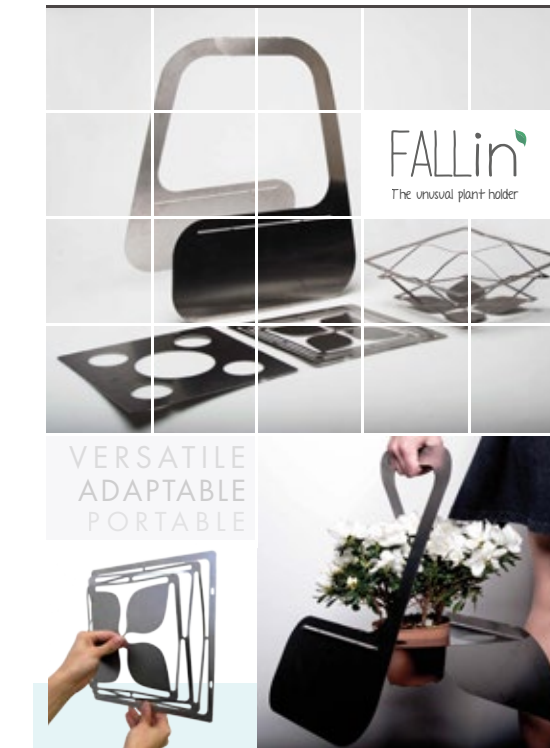
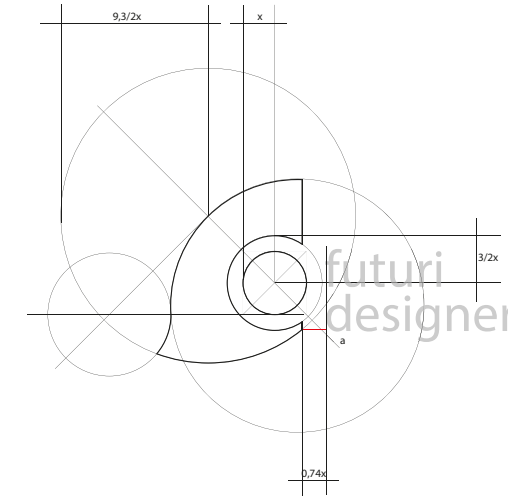
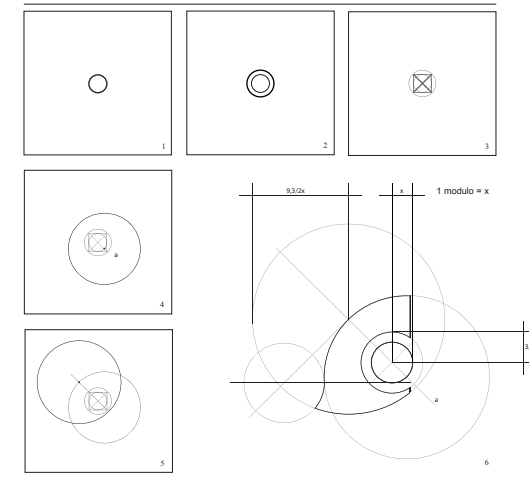
/ Skills developed

Strong branding and visual identity skills, decision making, attention to details, resilience and time management.

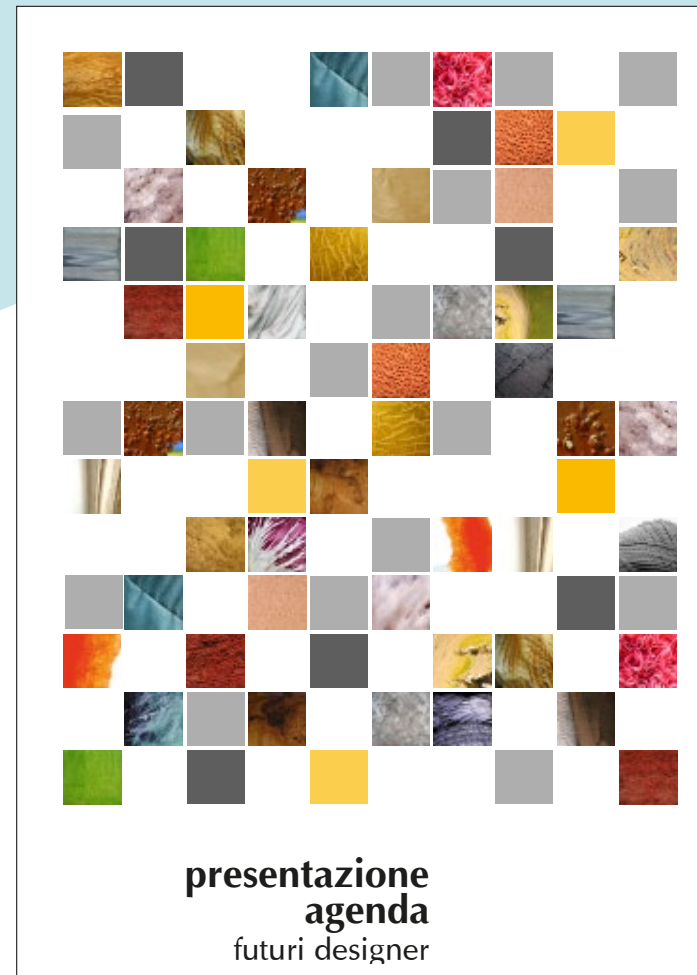


Logo Design

Logomark and logotype design project. Designed focusing on a minimalist style, the logo is created starting from the stylized shapes of an eye and of a leaf.



Various projects / A selection of projects from corporate images to artworks such as posters, flyers and more. Examples of posters designed for product showcase purpose and editorial project.



#4 STARTUP AND NETWORKING

In 2017, when first I arrived in Dublin, I found a rich startup environment, full of opportunities. A really good one for my toy, PlayMoody.

PROJECT

/ The product

PlayMoody, developed during my final year of university, provides a new learning experience through the integration of innovative solutions into the educational context.

/ Exhibition

PlayMoody was selected among the best projects participating in the DAB7 – Design for Artshop and Bookshop. It was exhibited at MAXXI Museum in Rome, December 2016.

/ Awards

PlayMoody has been selected as one of the 8 finalists of Leaders of Tomorrow 2017 Accenture competition over more than 250 initial applicants. We went through a series of development days on the themes of leadership, digital innovation and entrepreneurship. We were introduced to a network of managers and business people and we had the opportunity to reshape and improve our business idea.

Validation process

PlayMoody was tested in different environments including public schools and Reggio Children Foundation
Loris Malaguzzi



Leader of Tomorrow Award
Accenture Dublin/ Finalists

#5 EDUCATIONAL PRODUCT DESIGN

Developed for the major report of my MDes in Product Design for Innovation, Moody is a sound and interactive toy that stimulates the creativity in children aged 3 to 6.

OPEN DESIGN PROJECT

/ Effective education

Moody allows children to create and playback sound patterns, create their own songs or learn how to play the existing ones. It brings together both the benefits of the interaction with physical educational toys and the imagination provided by digital applications.

/ System

It is composed of a base structure and of small wooden silhouettes. The system also includes the User manual and the Application that allows the child to continue playing the song created on the physical toy by changing and modifying it.

/ Open design

Moody comes in a standard version and also as a DIY: Moody - Make your own to allow the user to make their own toy.



PlayMoody Mission

PlayMoody, introducing new technologies to support the children interaction to improve the learning educational experience.



PlayMoody Technology
Supporting the physical learnings
with the power of the digital one.

#6 SUSTAINABLE DESIGN

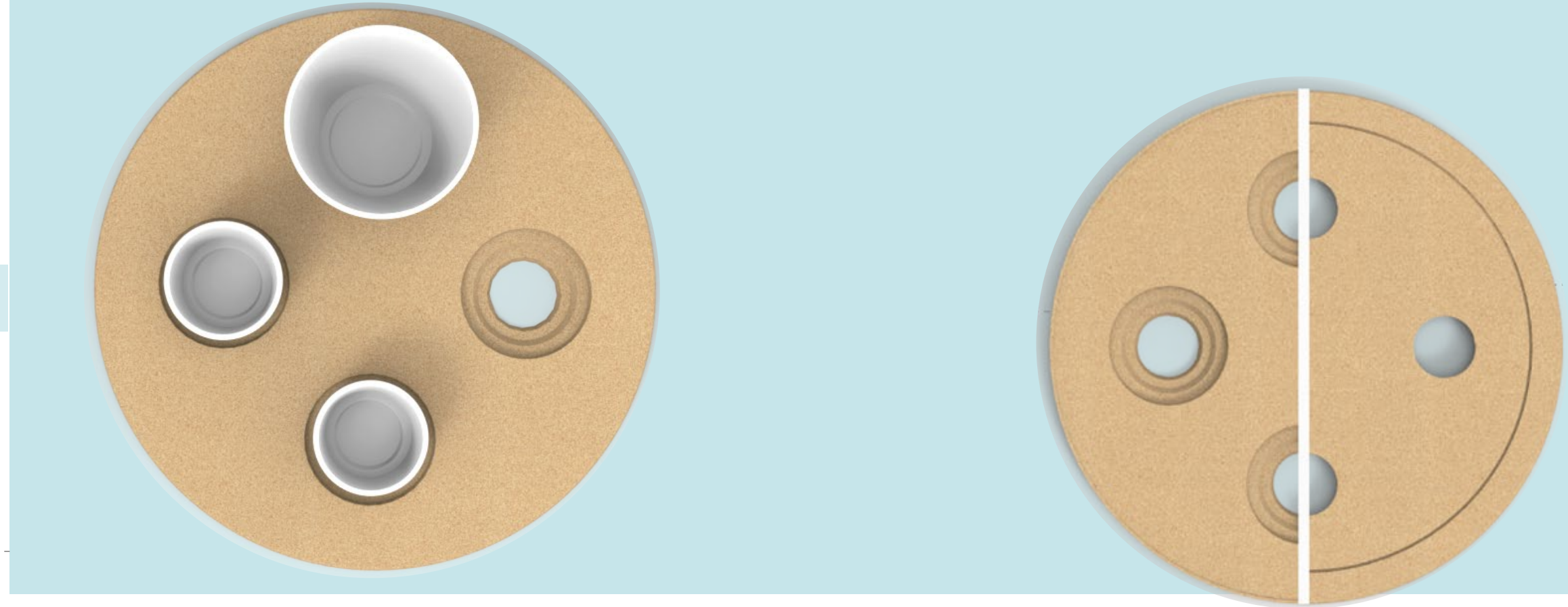
At Amorim Cork Composites I worked with the designers to create products for everyday use.

PROJECTS

/ Concept
Developed double-use products made in cork and ceramic.
From cork's trays to hold cups and coaster to support plates.

/ Process & Product development
Learned all the processes behind cork-made products, discovering the true power of this ecological material.

/ Work dynamics
The size of this company showed me new dynamics, a different ethic, and approach to work that I was not aware of. I was in touch with a number of departments, learning as much as possible from each of them.



Cork Concept
Concept for Ikea client.
Several concepts were developed during the internship, working around the possible molding solution of the material.



#7 PRODUCT DEVELOPMENT

From a dynamic water bottle to a galvanized steel sheet that accommodates flowers.

Prototyping

/ No shape water bottle

The water bottle is made with a shape that fits to the handle. It is designed to stand when it's full and to be rolled, folded and flattened when it's empty, making it easy to use and to carry with you.



/ Fallin: plant hold

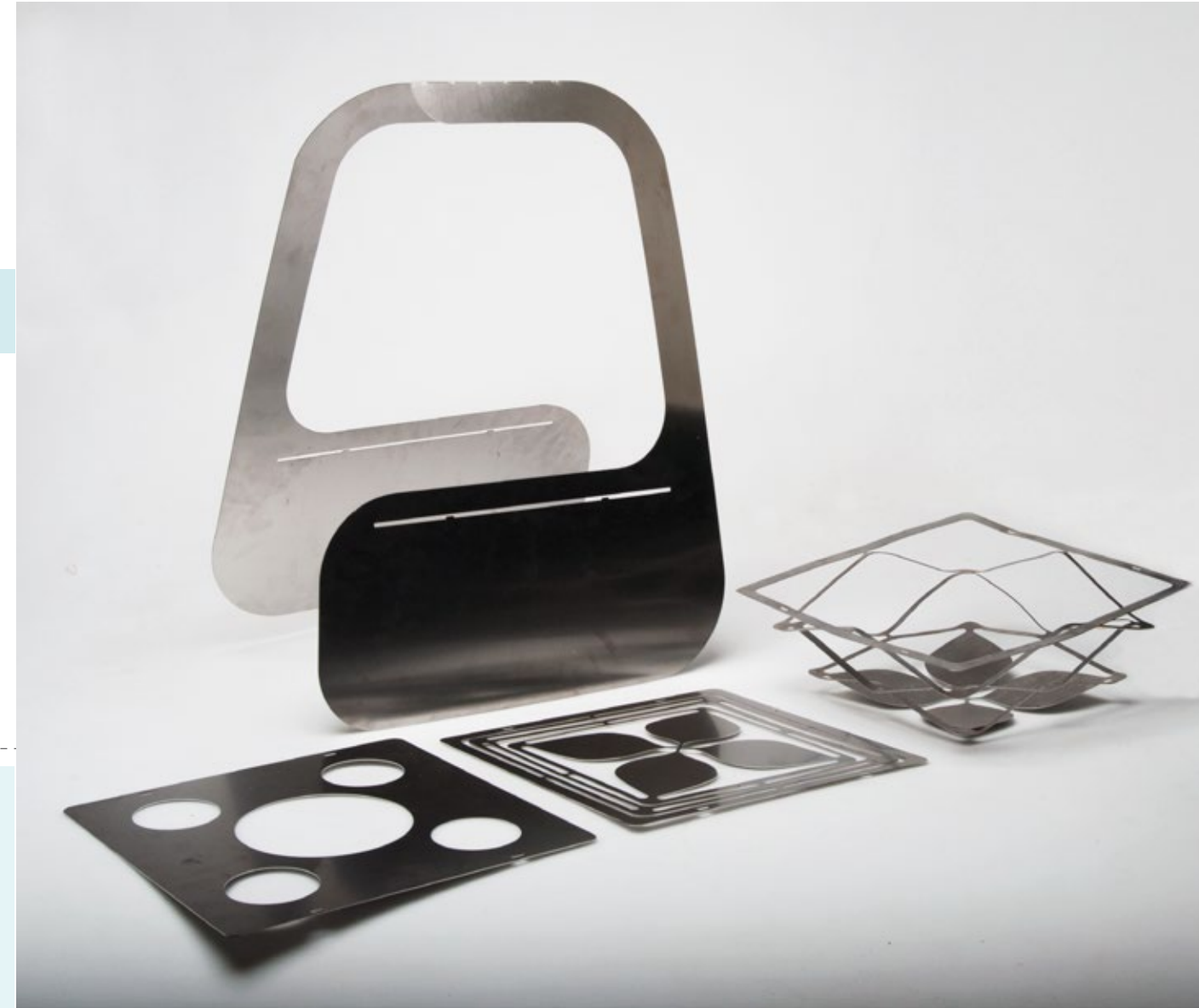
This product is designed to allow the user to create his own "little green space" inside the house. It's made with the technique of laser cutting. It consists in a unique painted galvanized steel sheet that it has been bent by hand in a second moment. The structure experienced a lightening to achieve a lower weight and also to give a greater aeration to the plants.

Skills developed

3D modelling was an essential part of the creation of the first product together with the studies of the technology and material to be used. The sheet metal prototyping process referred to the second product allowed me to explore alternative solutions.

Modelling

The water bottle was developed after a number of iteration in order to achieve its final shape. The semi-spheres positioned at the bottom allow the bottle to keep a vertical position when full.



Fallin / From 2D to 3D with laser cutting
It is a plant holder that gives the user the chance to plant and not only to insert plant pots. Entering the second shape of steel plate inside the structure the user can plant using lightweight and permeable moss.

#8 JEWELLERY PRODUCT DESIGN

At Byos I worked together with the Creative Director to develop new products and to give a new visual identity to the brand. I also put in place a new strategy and marketing plan.

PROJECTS

/ Research

Most of the effort was put into the research to study new materials and discover the best technology available on the market.

/ 3D model and packaging

Involved in the 3D process of the product and in the realisation of the packaging, from the first sketches to the suppliers.

/ Brand identity

Designed a new social media strategy and implemented a new digital platform.

/ Team coordination

Co-ordinated a team of 2 designers.

Worked as an external consultant once left the company.

Little bar of strength
Product development

The core piece of the collection is a silver bar engraved with the word "success," brims with positive energy and infinite inspiration.



#9 GAME DESIGN

During my Game Design course I developed a board game called Darknet.

PROJECT

/ Product

Darknet is a game, a shadowy network in which many illegal activities take place. Accessible only with special software, some hacker decide to oppose the totalitarian government to make free the web from any political hegemony.

/ Goal

The aim of the game is to try to access to various government websites, grabbing characters to help to complete the largest number of Password, avoiding the power of the Police.

/ Discipline

The course introduced me to game design concepts, emphasizing the basic tools of game design: paper and digital prototyping, design iteration, and user testing.

Board game "Darknet"
Product development

The iterative design process involved the study of the game layout, product and packaging prototype.



#10 OTHER EXPERIENCES

PROJECTS

/ Corporate Identity

I designed few logos and rebranded Sugherificio Castello, an Italian Cork Company.

/ Workshops

I took part in various product design workshops such as Electrolux "Future scenarios for food and lifestyle", Steelcase "New design solution for smart working", Castaldi Lighting "Lighting solutions for retailers".

/ Web design

During my 4th year, I did an internship for the most famous Italian showroom for children. I have developed an e-commerce site for it. I did a few reports and a knowledge of design furniture for children with the aim of presenting them in a manner appropriate to the image of the site graphics.



Corporate Identity

Logo designed for a new sustainable cork stopper. Delivered also a new marketing plan for the company.



New design solution for smartworking
During this workshop we came up with a solution to the feeling of over exposure workspaces with Dome, a sound absorbing product that helps with the constant noise.

#11 UX/UI DESIGN

UX/UI PROJECTS

/ UX design of Enel Energy App

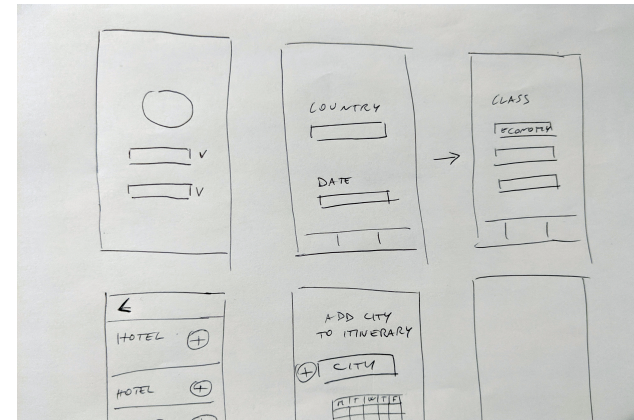
Developed a new feature of App Enel Energia, one of the main global operators in the electricity and gas industries.

/ User Research

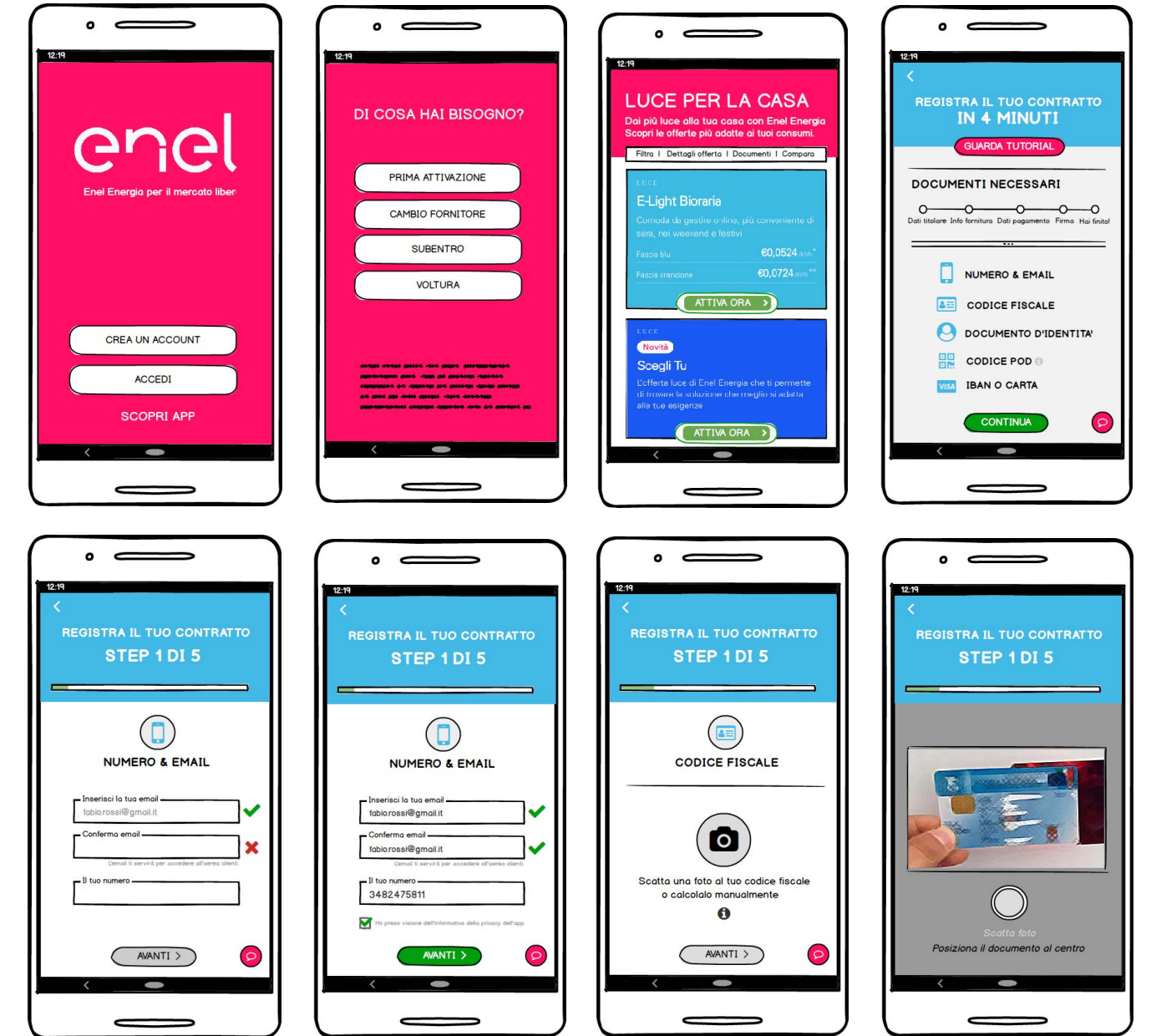
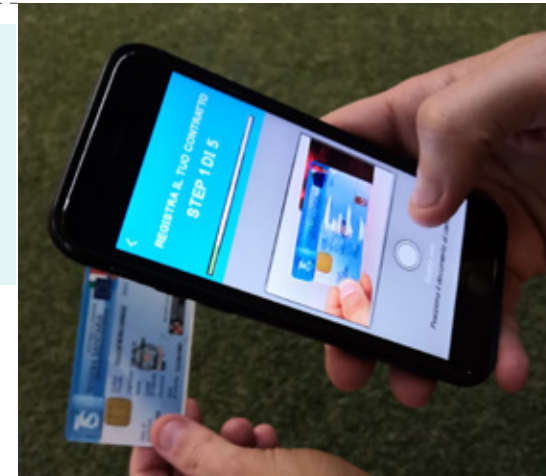
Focused on user needs, user expectations and motivations through methodical, investigative approaches in order to create a truly great product that satisfies users' goals and delivers a fantastic user experience. I have elaborated Customers' Journey Map and Design Service Blueprint for this particular project.

/ Prototyping

Prototyping process is all about information architecture, user flow diagrams, and getting content together. I have designed the app using Balsamiq.



It's all about the experience. Using Journey Maps and Service Blueprint helped to show the client all the pain point of the users. User testing contributed to make clear to the client the improved usability and timing.



Designed and implemented a new energy contract in 4 minutes only, using Enel Energy App. This feature was not implemented before.

My Contacts

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