

Enrica Beccalli



About

I am an Italian interaction designer, digital artist, Fulbright scholar and activist fascinated by the interaction between humans and new technologies, individual and collectivity. My projects are all about complexity, emotions and behaviors. I have a fierce intellectual curiosity and an absurd sense of humor.

I define myself as post-industrial designer because we moved to a post-industrial era. The context where design was born went through a radical transformation and we need to shift design to a new paradigm. I have a long academic career in the design field that gave me the versatility necessary to address and solve problems of a constantly evolving world and carry a project through the major project phases: from research to production phases using systems thinking to solve large-scale problems.

With an MFA in System Design/Service Design (Italy) following the strong Italian design tradition and a second MFA in Design and Technology in Parsons I am able to combine thoughtful concepts with a strong tendency to innovation. Knowing the limitations and what to expect in development, while planning UX/UI wireframes I can keep concepts realistic and innovative and jump in and help outside my area of focus;

Contact

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Work Experience

Interaction Design Lead Verifient Technologies, New York, NY, USA

2015–2017

Lead the design process from conception through implementation across a suite of complex digital products and softwares that are shaping the future of online learning. Driving innovative solutions within platform constraints and technical limitations. Developing strategies for implementation within a complex ecosystem and iteratively design solutions that find balance between solving users needs and meet business goals. Leading a cross-functional team within an Agile environment.

Visual and Product Designer PetLab Prototyping, Evaluatin, Teaching and Learning + Ms Foundation for Women New York, NY, USA

2014–2015

Art Direction and production of a suite of visual material to help teach health insurance basics to women of color, low-income women, young women and members of the LGBQT community.

Interaction and User Interface Design ESPN + Parsons New York, NY, USA

2014–2014

Design Research, User Experience and User Interface design.
Designing innovative solutions for a product on the future of sport fruition.

Visual and Product Designer Freelance, Rome, Italy / New York, New York (USA)

2010–2017

Art Direction, Communication Design, Interaction Design, Web design, Graphic design, Brand Identity for clients such as ICANN, UNESCO, FairLegals, DPBroker, Lorella Zanardo, CENTO Lab, Kaleido Lab.

Interaction Designer - Researcher - Tutor ISIDE Design Research Lab Rome, Italy

2010–2017

Work on interdisciplinary design research projects that mediate the gap between technological innovations and people's real needs.
Ideating solutions, guiding groups of graduate students.

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Awards and Honors

Jury Member of Digital Design Award

01-Visa: Individuals with Extraordinary Ability or Achievement in the arts

The Fulbright Scholarship

Fanfani Prize for talent

Dean's Merit Scholarship

University Scholarship

Alice Robinson Scholarship

International design contest "Lighting projects"

Exhibitions and Panels

DIGITAL DESIGN DAYS, Milan, Italy

Digital Design Days : Young Talents, dreams, perspectives, possibilities

Tribeca Film Festival Interactive, New York, USA

NYC CREATIVE TECH WEEK, New York, USA

NYC MEDIA LAB ANNUAL DEMO SHOW, New York, USA

EXPO MILAN, Milan, Italy

FEMALE CUT, Rome, Italy

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Teaching Experience

Teaching Assistant for the Design of Everyday Technology course at Parsons School of Design, New York, NY, USA

2015–2015

Teaching fundamentals of User Experience Design and usability principles, user testing, prototyping tools, introduction to researching, experimenting, iterating, and producing projects that keeps pace with evolving technology.needs and meet business goals. Leading a cross-functional team within an Agile environment.

Teaching Assistant for the Design III course and Thesis Lab ISIA Roma Design, Pescara, Italy

2015–2015

Leading students on the development of a cohesive, investigative body of work, also known as the student's thesis. the Design III course focuses on methodology, and it is conceived as a loose framework within which each student's method is deployed across many diverse projects.

Teaching Assistant for the Metadesign course ISIA ROMA DESIGN, Rome, Italy

2014–2015

Shapes, matrix, patterns, modules and systems. The Metadesign course aim to teach design students spacial skills, methodological coherence, structural links, textures and organization, order and disorder through the creation of prototypes using polymers, steel, wood, glass and organic materials.

Education

**Parsons School of Design
MFA Design and Technology, New York, NY, USA**

2013–2015

The full-residency, two-year, 60-credit MFA in Design and Technology (MFA DT) curriculum is studio based, but critical thinking and study of the design process are central to the program. Areas of practice include interaction design, physical computing, game design, new media art, digital fabrication, data visualization, and critical design. Candidates build ideas through prototyping, synthesizing research and practice.

**ISIA ROMA DESIGN
MFA Systems Design, Rome, Italy**

2008–2010

The programme aims at training highly qualified designers who may deal with the complexity of a product-service system that is an integrated blend of products, communication strategies, services and spaces. Areas of study include System theory, Semiotics, Mathematics, System's analysis, Metadesign, Interaction Design, Product Design, Cognitive Ergonomics.

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Education

2004–2008

ISIA ROMA DESIGN BFA Industrial Design, Rome, Italy

The program aims to train professionals whose creative capacity is matched by technical expertise and awareness in a product's industrial feasibility. Students learn how to manage the entire development of a new product from the initial concept to the manufacturing stage. The program joins the artistic and humanistic skills belonging to the Italian design culture with the technical know-how that relates to production technology, materials, and manufacturing costs with the goal of innovating in both aesthetics and usability.

Ennio Quirino Visconti Classical Lyceum, Rome, Italy

2000–2004

Due to its rigorous curriculum on classical studies it is often considered the most prestigious secondary school students can attend throughout Italy. The Liceo Classico's distinctive subjects are ancient literature, Philosophy, History, Latin and ancient Greek.

Press and Publications

The Creators Project, 2016, "[A Dancer Joins a Flock of Birds in a Stunning Cybernetic Performance](#)"

Agenda Culturelle, 2016, '[Complessità](#)', une nouvelle approche de la danse

J.Walter Tompson Intelligence, Shepherd Laughlin, (2016) [Tribeca Film Festival: Storytelling without boundaries](#)

Loves By Domus: Complessità – [a human at the mercy of complexity](#)

Johanna Marszalec (2016), Mensview.com : Najciekawsze przyk?ady wykorzystania technologii na Tribeca Film Festival

iitaly.org, (2016) Complessità – [a Human at the Mercy of Complexity](#)

Digital NYC, (2016) "[The Coolest Technology at the Tribeca Film Festival](#)"

Nina Zipkin, Enterpreneur.com, (2016), [The Coolest Technology at the Tribeca Film Festival](#)

Wen / Zhang Yue,(2016), [Behind the Scene of Tribeca Film Festival](#)

Edizioni Aiap (2015) , Isia Design Convivio, Project, Scenarios, Society"

Laura McQuarrie (Mar 28, 2015), TrendHunter: [Emotive 3D-Printed Heart, Quasi is a 3D-Printed Object That is Pumped with Personality](#)

3Ders.org (Mar. 26, 2015), "[Italian student 3D prints Quasi: a heart in a jar that can get seriously angry with you](#)"

ISIA Design Convivium Book (2015), Book IV, Chapter XV, 10

#WearableWednesday (2015), [Record Sense Memories on Your Neck](#)