



# FABIO BESTI

*Interdisciplinary Designer & Consultant*

+39 393 4414108 • C.F.: BSTFBA88E02E098H • P.IVA: 09377230967

fb@fabiobesti.com • [www.fabiobesti.com](http://www.fabiobesti.com) • [👉 Link to portfolio](#) 

## Experience

*March 2015 - Present*

### **Owner | Fabio Besti Interdisciplinary Design**

*Piazza Firenze 12, 20155 Milan, Italy. [www.fabiobesti.com](http://www.fabiobesti.com)*

Based in Milan, with my studio I work nationally and internationally with different organizations, from corporations to start-ups and non-profits, and use design to help them reach their goals and develop meaningful innovation for their customers and society in general.

*May 2020 - Present*

### **Visiting Professor & Project Leader | Domus Academy**

*Via C. Darwin 20, Milan, Italy. [www.domusacademy.com](http://www.domusacademy.com)*

At Domus Academy. I teach courses and lead students' workshops in collaboration with companies for several masters inside the Design and Business programs.

*February 2022 - Present*

### **Senior Graphic Designer | Board of Innovation**

*Lange Nieuwstraat 21-23, 2000, Antwerpen, Belgium. [www.boardofinnovation.com](http://www.boardofinnovation.com)*

As Senior Graphic Designer, I helped the company go through its rebranding process, and led its implementation in every critical area, conducting direct hands-on design activities, but also managing a small team of internal designers.

*February 2021 - June 2021*

### **Assistant Professor | Politecnico di Milano**

*Via Giuseppe Candiani, 72, 20158 Milan, Italy. [www.design.polimi.it](http://www.design.polimi.it)*

In collaboration with the Giannino Bassetti Foundation I created and conducted a university course for the Design School of Politecnico di Milano on the topic of Longevity and Responsible Innovation.

*March 2021 - June 2021*

### **Workshop leader | POLI.Design**

*Via Don Giovanni Verità, 25 20158 Milan, Italy. [www.design.polimi.it](http://www.design.polimi.it)*

I led the first workshop of the 22° edition of the Specialising Master in Strategic Design by POLI.design. Together with the students, we worked to envision innovative licensing strategies for MIND Milano Innovation District. The projects were submitted to MIND education Call for Ideas and all three winning projects were selected between the, with a total awarded prize of 10.000 €.

*December 2019 - March 2020*

### **Visual Designer | Lombardini22 - FUD Factory**

*Via Lombardini 22, Milan, Italy. [www.lombardini22.com](http://www.lombardini22.com); [fudfactory.space](http://fudfactory.space)*

As a member of FUD Factory, the design unit of Lombardini22, I worked on several projects putting the disciplines of design, branding and visual communication at the service of architecture and urban design. Activities involved place branding and physical branding, way-finding and environmental



graphics, along with the design and development of all the main communication outputs and materials for architectural projects. Some of the clients I developed work for include Generali, EY, GVA Redilco, Areas.

*October 2014 - June 2019*

### **Senior Consultant, Researcher & Project Manager | Giannino Bassetti Foundation**

*Via Michele Barozzi, 4, 20122 Milan, Italy. [www.fondazionebassetti.org](http://www.fondazionebassetti.org)*

The aim of the Foundation is to promote and foster Responsible Innovation. During my long lasting collaboration I've contributed to its mission by leveraging design and its strategic values, in the sectors of education, research and communication. I led the Foundations activities with prominent design education institutions, created and managed new research areas and projects (the most important was the one on the mobility of the future), designed and managed visual communication activities, consulted on EU funded programs.

*September 2014 - September 2019*

### **Teaching Assistant & Lecturer | Politecnico di Milano**

*Via Giuseppe Candiani, 72, 20158 Milan, Italy. [www.design.polimi.it](http://www.design.polimi.it)*

For 5 years I collaborated with prof. Giulio Ceppi and the Giannino Bassetti Foundation at the Final Synthesis courses for the Design School of Politecnico di Milano. I conducted workshops and lectures and supervised more than 30 students for their final graduation projects.

*November 2015 - January 2017*

### **Co-founder, Head of Design & User Experience | Enjoymuseum Srl**

*Via Andrea Maria Ampère 61, 20131 Milan, Italy. [www.enjoymuseum.com](http://www.enjoymuseum.com)*

I co-founded the company in late 2015 and served until early 2017 as the Head of Design and User Experience. I pushed design-thinking through every phase of the company start-up process, from the more design related activities, such as brand definition and digital products design, to more strategic ones, like R&D planning, communication strategy and product ecosystem definition.

*September 2013 - May 2014*

### **Creative Coordinator & Development Manager | DiBari Innovation Design**

*429 Lenox Ave. Miami Beach, FL 33139, USA. [dibari-id.com](http://dibari-id.com)*

For DiBari Innovation Design LLC I coordinated the creative activities of the studio along the network of international associate architects and partners. I designed and led communication and marketing initiatives, on both online and offline channels and managed more than 15 collaborators between the offices of Miami and Milan. I have been also in charge of business development research, in order to expand the reach of the studio on the American market.

*May 2012 - July 2012*

### **Design Intern | Total Tool Milano**

*Viale Francesco Restelli, 3 Milan, Italy. [www.totaltool.it](http://www.totaltool.it)*

I worked alongside Giulio Ceppi and the team at Total Tool on projects of architecture, product, communication and strategic design. Client companies included Molinari, Autogrill, Trespa, Bhartiya City, Triennale Museum.

*July 2011 - May 2012*

### **Brand & UX/UI Designer | NicePeopleAtWork**

*Doctor Trueta, 127 08005 Barcelona, Spain. [nicepeopleatwork.com](http://nicepeopleatwork.com)*

Started as an intern, I helped NPAW redesign the user experience and usability of its main product, a professional online video platform for client companies with the need of managing and monetizing their online contents. After the internship I continued to collaborate with NPAW, creating a new strategy and design for its main brand and products.



# Languages

English: **fluent**

Spanish: **fluent**

Italian: **native**

# Education

January 2021 - present

**Psychological Sciences and Techniques, Bachelor Degree** | Università degli Studi Guglielmo Marconi

Via Plinio, 44, 00193 Rome, Italy. [www.unimarconi.it/](http://www.unimarconi.it/)

October 2010 - July 2013

**Product Design for Innovation. Master of Science** | Politecnico di Milano

Via Durando 10, 20158, Milan, Italy. [www.design.polimi.it](http://www.design.polimi.it)

January 2011 - June 2011

**Product and Graphic Design. Erasmus Exchange** | Elisava - Escola de Disseny

La Rambla 30-32, 08002 Barcelona, Spain. [www.elisava.net](http://www.elisava.net)

September 2007 - September 2010

**Furniture Design. Bachelor Degree** | Politecnico di Milano

Via Valleggio 11, 22100 Como, Italy. [www.design.polimi.it](http://www.design.polimi.it)

# Softwares/tools

PHOTOSHOP ●●●●●

ILLUSTRATOR ●●●●●

INDESIGN ●●●●●

SKETCH ●●●●●

MIRO ●●●●●

FIGMA ●●●●●

KEYNOTE ●●●●●

WORD ●●●●●

POWERPOINT ●●●●●

GOOGLE DOCS ●●●●●

CSS/HTML ●●●●●

WORDPRESS ●●●●●

ADOBE XD ●●●●●

PREMIERE ●●●●●

AFTER EFFECTS ●●●●●

RHINOCEROS ●●●●●

FUSION 360 ●●●●●

CINEMA 4D ●●●●●



# Publications and research

May 2018

## **Responsibility driven design for the future self-driving society**

White Paper, commissioned by Giannino Bassetti Foundation

Via Michele Barozzi, 4, 20122 Milan, Italy. [selfdrivingsociety.fondazionebassetti.org](http://selfdrivingsociety.fondazionebassetti.org)

December 2014

## **The Self At Your Wrist. Wearable Technologies, Self-Perception and Identity at the Threshold of a New Quantified Existence**

Long article, commissioned by Giannino Bassetti Foundation

Via Michele Barozzi, 4, 20122 Milan, Italy. [www.fondazionebassetti.org](http://www.fondazionebassetti.org); [www.medium.com](http://www.medium.com)

September 2014

## **Estensione. New design challenges: from the project of our bodies to the project of the environment that surround us**

University course for Politecnico di Milano, School of Design

Via Durando 10, 20158 Milan, Italy. [www.design.polimi.it](http://www.design.polimi.it)

July 2013

## **The Augmented Body. Future scenarios for a wearable technology suited to human nature**

Master thesis in Product Design for Innovation. Mentor: Giulio Ceppi

Politecnico di Milano. Piazza Leonardo da Vinci 32, 20133 Milan, Italy. [www.politesi.polimi.it](http://www.politesi.polimi.it), [www.polimi.it](http://www.polimi.it).

# Lectures, workshops and conferences

▪ **PROJECT LEADER** ▪ September 2021 @ Domus Academy

## **LifeGate. Sustainability as a lifestyle**

Entrepreneurship Through Design workshop for the Master in Business Design at Domus Academy

▪ **LECTURER** ▪ 7 September 2021 @ Domus Academy

## **Ecosystems for Wearable tech**

Open Talk at Domus Academy

▪ **LECTURER** ▪ 27 April 2021 @ Domus Academy

## **New Mobility**

Design lecture for the Masters in Product Design and Urban Vision & Architectural Design at Domus Academy

▪ **PROJECT LEADER** ▪ 5 May 2020 @ Domus Academy

## **The New Normal. A new tool for COVID-19 and after**

Envisioning design workshop for the inside the Master in Product Design at Domus Academy

[Link to project case study](#)

▪ **LECTURER** ▪ 6 May 2020 @ Domus Academy

## **Interdisciplinary Design & Product Ecosystem**

Design lecture for the Envisioning Workshop inside the Master in Product Design at Domus Academy



▪ **LECTURER** ▪ 27 September 2019 @ Politecnico di Milano

### **Responsibility driven design for the future self-driving society**

Design lecture at the Circular Design Lab, Final Synthesis Studio at the second year of the Master Degree in Integrated Product Design at Politecnico di Milano

[link to video](#) | [link to pictures](#)

▪ **ORGANIZER** ▪ 11 June 2019 @ MUDEC, Milan

### **Meet the Media Guru | Around Mobility: Jeffrey Schnapp**

In collaboration with Bassetti Foundation and MEET | Fondazione Cariplo, supported by Politecnico di Milano and Repower.

[link to video](#) | [link to pictures](#)

▪ **PARTICIPANT** ▪ 23 May 2019 @ Fondazione Feltrinelli

### **About a City 2019 – Rethinking cities | workshop on Mobility**

Guest expert at the workshop on mobility, one of the eight thematic tables to launch the main event

▪ **ORGANIZER** ▪ 9 May 2019 @ Auditorium Testori, Palazzo Lombardia, Milan

### **Meet the Media Guru | Around Mobility: Ryan Janzen**

In collaboration with Bassetti Foundation and MEET | Fondazione Cariplo, supported by Politecnico di Milano and Repower.

[link to video](#) | [link to pictures](#)

▪ **ORGANIZER** ▪ 6 March 2019 @ Museo Nazionale della Scienza e della Tecnologia, Milan

### **Meet the Media Guru | Around Mobility: George Amar**

In collaboration with Bassetti Foundation and MEET | Fondazione Cariplo, supported by Politecnico di Milano and Repower.

[link to video](#) | [link to pictures](#)

▪ **LECTURER** ▪ 31 October 2018 @ Politecnico di Milano

### **Technological scenarios, User Experience and Interaction Design**

Lecture at the Final Synthesis Laboratory at the Master in Integrated Product Design, in collaboration with Bassetti Foundation

▪ **SPEAKER** ▪ 9 April 2019 @ Superstudio 13, Milan

### **Self Driving Society @2030 – Milan Design Week 2019**

Conference and panel discussion, with Giannino Bassetti Foundation in collaboration with Material ConneXion Italia and Superstudio Più

[link to video](#) | [link to pictures](#)

▪ **MODERATOR** ▪ 5 December 2018 @ Politecnico di Milano

### **Smart Italic MITO's meets Leandro Agrò from Silicon Valley**

Design Open Talk. Leandro Agrò from Design Group Italia in Silicon Valley talks with the students of Integrated Product Design

▪ **SPEAKER** ▪ 31 October 2018 @ Politecnico di Milano

### **Technological scenarios, User Experience and Interaction Design**

Lecture on how design different design disciplines and approaches operate within the latest technological trends and scenarios. Inside the Final Synthesis Laboratory at the Master in Integrated Product Design, in collaboration with Bassetti Foundation

▪ **SPEAKER** ▪ 16 October 2018 @ Politecnico di Milano

### **Italic design and the international, tech-driven, approach**

Lecture on the differences between the traditional italian approach of design and the anglosaxon, technology driven, one. Inside the Final Synthesis Laboratory at the Master in Integrated Product Design, in collaboration with Giannino Bassetti Foundation



▪ **SPEAKER** ▪ 8 May 2018 @ Superstudio Più, Milan

### **Da Smart a Autonomous: la trasformazione delle città tra intelligenza artificiale e smart-mobility**

Conference on the future of mobility inside the exhibition SMART CITY: Materials, Technology and People at Superstudio Più in Milan. With Bassetti Foundation

▪ **MODERATOR** ▪ 4 December 2017 @ University of Patras

### **Towards 3DMed multi-stakeholder workshop**

Workshop organization and facilitation for SMART-map and Symbionica H2020 projects. University of Patras, GREECE

▪ **LECTURER** ▪ October – November 2017 @ Politecnico di Milano

### **Self Driving Society 2030. The Collingridge Dilemma and Responsible Innovation**

Workshop and lectures at Politecnico di Milano, School of Design

[link to pictures](#)

▪ **LECTURER** ▪ 22 – 25 September 2017 @ Domus Academy

### **Biotechnology, 3D printing and the new frontiers of the body: designing a responsible future**

Two lectures at Domus Academy - Master in Interior and Living Design, Master in Product Design

[link to pictures](#)

▪ **PARTICIPANT** ▪ 30 May 2017 @ Fondazione Giangiacomo Feltrinelli

### **Jobless Society Forum 2017. Altri lavori, altri lavoratori - 'Altri design' workshop**

Guest at the workshop 'Altri design'. Fondazione Giangiacomo Feltrinelli, Milano

▪ **MODERATOR** ▪ 10 – 11 May, 2017 @ Fondazione Giannino Bassetti

### **SMART-map 2nd Industrial Dialogue. 3D printing in the biomedical field**

Event organization and workshop moderation for H2020 project. Fondazione Giannino Bassetti, Milan

▪ **LECTURER** ▪ 29 March – 5 April, 2017 @ Domus Academy

### **Designing responsible innovation in 3D printing in biomedicine.**

Workshop at Domus Academy - Master in Interior and Living Design, Master in Product Design

▪ **PARTICIPANT** ▪ 6 – 7 February, 2017 @ Fraunhofer Institute

### **SMART-map 1st Industrial Dialogue. 3D printing in the biomedical field**

Participation to the workshop for H2020 project. Fraunhofer Institute, Munich - GERMANY

▪ **LECTURER** ▪ 11 November 2016 @ Talent Garden Milan

### **Enjoymuseum. User Experience for cultural spaces**

Lecture at the UX Design Master - Talent Garden Calabiana, Milan

▪ **ORGANIZER** ▪ 8 September 2016 @ XXI Triennale

### **City + Design in Transition**

Event organization for XXI Triennale, New Craft pavilion at Fabbrica del Vapore, Milan

[link to pictures](#)



▪ **LECTURER** ▪ 9 June 2016 @ Politecnico di Milano

## **Job Design & Responsibility**

Lecture at Politecnico di Milano, Master Degree in Product Service System Design

[Link to video](#)

▪ **LECTURER - ORGANIZER** ▪ October – November 2014 @ Politecnico di Milano

## **Estensione. New design challenges: From the project of our bodies to the project of the environment that surround us**

Workshop, lectures and conferences for Politecnico di Milano, School of Design

