



Hello! I'm Tommaso Zennaro, Information & Interaction designer

I like many things, most of them related to technology, science and music, often combined. Design-wise my main interests are information architecture and UX/UI; I'm always trying my best to turn complexity into simplicity.
In my spare time you can find me hiking with my dog somewhere in the mountains.

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Work experience

Senior UX Designer Deloitte Digital

June 2019 – Present
Milan, Italy

At Deloitte Digital I am mostly involved in the design process of many digital transformation projects across various industries, **building platforms or products from scratch or improving processes** of various complexity. Clients ranging from fintechs, mass-market retailers, leisure, every project challenges me to learn about different topics and understand what are the trends to improve what clients already have.
Most of the projects also require **building a design system**, to improve efficiency and consistency in the outputs of the team, and to coordinate the work between designers and developers.
On a day-to-day basis I work in teams where I also have to **manage one or more mid/junior designers**, speaking directly to clients and understanding their needs and the direction we need to take, reporting directly to my managers and directors. Clients I've worked with include: AWLab, Intesa SanPaolo, MSC Cruises, AGOS, UniCoop.

website: <https://www.deloittedigital.com>

UX/UI Designer Accurat

May 2015 – May 2019
Milan, Italy

At Accurat I worked on the UX/UI for websites, web-based applications and interactive data visualizations for different companies, such as Google, Starbucks, World Health Organization, the UniCredit group, Deloitte, KPMG. **I worked on each project across the whole process**, with a team of designers and developers, from the initial briefings with clients to the actual production and implementation phases.
Other than the usual tools, often in my design workflow I used other tools for producing mock-ups and **early prototypes**, such as Framer Studio, Principle, d3js and other JavaScript libraries.
I've challenged myself to try and find new ways to convey concepts and reach the project goals, trying to find both innovative and functional ways to do so.

website: <https://www.accurat.it>

Google NewsLab – World potus website: <https://www.worldpotus.com>

Starbucks – Wall experience & ar mobile app: <https://www.accurat.it/work/starbucks/>

UX/UI Designer Studio NAND

Feb 2015 – May 2015
Berlin, Germany

During my three months period at NAND I've been involved in a couple of projects, the first one was the website for UCLA Energy Development map, in which I had the chance to work on the visuals of the platform, which was especially challenging since it was a **map-based data visualisation tool** which had to be really fine tuned visually in order to have a clear understanding of the underlying map and of the data placed above. I used different **color scaling algorithms and libraries** to find the right balance.
The second project was for the ethnological museum in Berlin, and I had the chance to get into the **first explorations of the archival database** that NAND had to visualize. It was overall a really great time and opportunity for me to learn more, especially in regards to coding and to challenge myself in a new environment.

website: <https://www.nand.io>

Other work experience

Freelance Designer

Sep 2011 – Feb 2015
Remote

During these years I also had the opportunity to work on some side projects in my spare time, mostly **illustrations or illustrated data visualizations**.

Some clients I worked with are **Discovery Channel, Visual.ly** and **Lynda.com**.

For Discovery Channel I did the illustrations on their website for the last season of *Whale Wars, Blood and Water*. I was also asked to do some illustrations for the Visual.ly website and for the introduction of a Lynda.com course.

During winter 2014-2015 I also collaborated with IDA Studio, where I worked mostly on illustrations for a data visualization project. The client asked for a simple way to convey big data to users that were not familiar with it. To do so I decided to use simple illustrations and metaphors, to get the viewers' attention and to teach them what big data meant and why it is useful. This first project was pretty successful and later I was asked to do a couple more projects with the same simple and clean visual language.

Internship

Graphic Designer LUST

May 2014 – Aug 2014
The Hague, Netherlands

Shortly after my MA Degree I had the great chance to do a four month internship at LUST, where I worked on a wide range of projects, ranging from **interactive exhibitions to interfaces and anything in between**. It was one of my first real world working experiences, and being in such an inspiring and new place for me was a very positive experience, which helped me learn about different approaches to designing and doing things.

website: <https://www.lust.nl>

Education

MA Degree ISIA Urbino

2011 – 2013
Urbino, Italy

The MA Degree course in Communication, Design and Publishing at ISIA Urbino is very focused on following a project in its entirety, they taught us to design every phase, starting from the brainstorming to the release of the final product (in this case mostly editorial projects), and to work in teams as a main part of our job.

During these two years I got pretty involved into **data visualization** and decided to start learning **coding**, with d3.js being my first choice for web oriented data visualization, which was also the subject of my thesis: a system to visualize font-faces' metrics in a mathematical way.

thesis project website: <https://typemetrics.tomzen.net/home.html>

BA Degree IUAV Venezia

2008 – 2011
Venice, Italy

The BA Degree course in Industrial Design is a well-rounded introduction to design, focusing on critical thinking about problems, and to find solutions that match both the engineering and usage of products.

During my second year I focused more on graphic design and started experimenting with data visualization, which was the design field of my thesis project, a series of posters about whaling and Sea Shepherd Conservation Society.

Some of the illustrations I did were also used by Discovery Channel for a website promoting their series *Whale Wars*.

Talks

Visualized Milan

Mar 2017
Milan, Italy

On March 11th I gave a speech on behalf of Accurat at Visualized, a series of talks regarding data visualization. The speech was about the **relationship between designers and developers**, and the project we did for Google in 2016, World POTUS.

transcript of the speech: <http://bit.ly/2o6sk5i>

my thoughts about the event: <http://bit.ly/2oaGNPv>

Pillole di Futuro Uno, Nessuno, Centomila

Jan 2015
Verona, Italy

Pillole di Futuro is a series of short talks around a topic that changes every edition. In 2015 the topic was **Big Data**, the conference was titled *Uno, Nessuno, Centomila*, referencing an italian novel, and I had the chance to talk about my Typemetrics MA thesis project.

transcript of the speech: <http://bit.ly/2o6sk5i>

my thoughts about the event: <http://bit.ly/2oaGNPv>

Workshops

2013	<i>Atlas of public Urbino</i>	Joost Grootens
2013	<i>Communication design</i>	Studio Lungomare
2013	<i>Happy Nessie</i>	Mauro Bubbico, Marco Tortoioli Ricci
2012	<i>Type design</i>	FontFont
2011	<i>AIAP DesignPer</i>	Michael Stoll