



## SILVIO CIONI

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citizenship: Italian

### SHORT BIO

Silvio Cioni, a.k.a. Chonee, is an Interaction Designer, a Design Strategist and a Conceptual Thinker with over 10 years experience in interactive media design.

He is passionate, visionary, ridiculously hard-working and driven.  
He is fascinated about the social impact of Interaction Design and how design can improve everyday life.

Silvio is currently Interaction Design Lead and Senior Project Manager at H-art. He was Senior Design Consultant and Head of Web & Mobile Marketing at IKS Coreconsulting.

He is also Researcher and Lecturer in Interaction Design. He was Adjunct Professor of Digital Media Design at the University of Siena, and Coordinator of Master in Interaction Design at Domus Academy.  
He also talked at Polytechnic University of Milan, Napier University, NTUT, Ming Chuan University and Shih Chien University.

### WORK EXPERIENCE

201006 – Present  
Interaction Design Lead and Senior Project Manager at H-art, Treviso, WPP Group  
Clients: Wired Italia, Glamour Italia, Fondazione TelecomItalia, Gucci The Mall, Vanity Fair Italia, Mondadori, Unicredit, Versace

200801 – 201005  
Senior Design Consultant | Project Manager | Head of Web & Mobile Marketing  
IKS CoreConsulting, Milan  
Clients: Vodafone Italia, Inglesina Baby, Fiera Milano, Intesa Sanpaolo, SEA, Unicredit, Eurodesk, Conad, BNL, Mediolanum

200710– 200910  
Adjunct Professor of Digital Media Design  
M.Sc. in Interaction Design, University of Siena

200701 – 200712  
Senior Interaction Design Consultant | Coordinator of Design Department  
Domus Academy, Milan  
Clients: Iconmedialab LB Italia, Fujitsu

200609 – 200612  
Senior Design Consultant  
Infoblu – Autostrade Group, Florence

200510 – 200607  
Senior Interaction Designer  
Coordinator of Master in Design of Communication Environments  
ARSNOVA Academy for Digital Arts and Sciences, University of Siena

200201 – 200407  
Interaction Designer | Coordinator of Master in Interaction Design  
Domus Academy, Milan  
Clients: Nokia, Fujitsu, Samsung, Canon, Telecom Italia, Mitsubishi, Pioneer, TDK

200011 – 200112  
Interaction Designer  
DARC Domus Academy Research & Consulting, Milan

200003– 200010  
Research Assistant HCI  
Multimedia Communication Lab, University of Siena

## EDUCATION

200604

Ph.D. in Telematics and Information Society at the Electronics and Telecommunications Department University of Florence (4 years)

Final dissertation: AWarE – Adaptive Work Environments [of Information Society] (in Italian)

199912

Master Degree in Communication Science, University of Siena (5 years)

Final dissertation: Multimedia Interaction Design, a methodology for Multimedia Design (in Italian)

## SELECTED PROJECTS

201011–201102

Interaction Design Lead and Senior Project Manager | Glamour Personal Shopper  
The mobile shopping app of Glamour Magazine Italia  
<http://ps.glamour.it>

201006–201009

Interaction Design Lead and Senior Project Manager | Wired.it Project – the new web platform of Wired Italia composed by six new websites  
<http://www.wired.it>

200909–201012

Interaction Design Lead | YOUTUR Project – mobile platform for cultural city tourism based on physical tagging and location-based technologies

200904–200907

Game and Interaction Designer | Liberation – concept for a mobile pervasive game, a puzzle game for mobile phones (ARG)

200903–200906

Project Manager and Interaction Designer for Inglesina Baby | Corporate Website for presenting product collection and promoting marketing initiatives

200812–200905

Project Manager and Interaction Designer for Fiera Milano | Social Networking Website for supporting the business network of Fiera Milano Editore

200807

Project Liaison at SDP08, Siena Design Project, University of Siena  
Participants: University of Siena, Domus Academy Milan, Royal Institute of Technology Stockholm, and University of Limerick

200712 – 200805

Interaction Designer for Vodafone Italy | HR Intranet Portal for supporting training activities and encouraging conversations and social learning.

200707

Project Leader and Interaction Designer in Tangible Electronics, a design investigation that aims at envisioning tangible mobile interfaces for Social Networking. Summer Session in Tangible Electronic Objects, Domus Academy  
<http://projects.domusacademy.net/te>

200703

Project Leader in MobileApps, an investigation about graphical user interfaces that aims at developing innovative applications for mobile devices.  
Master in Interaction Design, Domus Academy, Milan  
<http://projects.domusacademy.net/mobileapps>

200608

Atelier Leader at CONVIVIO Interaction Design Summer School  
August 14–25 Edinburgh (UK)

STARS Project – Squeezable stars for rating performances and places, and creating people networks during Edinburgh international festivals.

## PUBLICATIONS

200909

Cioni S., 'The Object of Interaction', in DIID – Disegno Industriale Industrial Design n. 39 InterAction by Design, Rdesignpress  
<http://www.disegnoindustriale.net>

200802

Cioni S., Moderini C., 'Interactive Design Landscape', in Interfaces, British HCI Group magazine, n. 73, Winter 2007  
<http://bcs-hci.org.uk/about/interfaces/archive>

**LANGUAGES**

Italian, mother tongue | English, good both written and spoken

**COMPUTER SKILLS**

Advanced Mac OS X, Windows, Illustrator, Dreamweaver  
Good Linux, Apache, Photoshop, Acrobat, Office

**EXPERTISE | INTEREST**

Concept and Interaction Design, Strategic Design, UX Design, Interface Design,  
User Research, Iterative Design & Prototyping, Scenario Building, Ubiquitous &  
Mobile Interaction, Pervasive Games, Tangible Interfaces, Mixed Reality  
Interfaces, Physical Tagging, Social Media and Internet of Things.

I am very interested in working within creative teams on projects that explore the  
relation between design and interactive media.

**REFERENCES**

Claudio Moderini  
Master in Interaction Design Director, Domus Academy  
claudio.moderini@domusacademy.it

Antonio Rizzo  
Full Professor, Communication Science Department, University of Siena  
rizzo@unisi.it