

Luigi Nista Piccolo

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Designer, Brazilian, living in New York City.

Education

Bachelor in Industrial Design / Unesp – 2004 • 2008

School of Architecture, Arts and Communication - Unesp, Brazil, one of the largest and most important Brazilian universities, with distinguished achievements in teaching, research and extension services.

Art Director / Miami Ad School – 2011 • 2012

2-year program that prepares you to work in ad agencies, start-ups and marketing departments as an art director.

User Experience Design / General Assembly – Fall 2017

In this program, I had the opportunity to develop a project that demanded a study in the brands value and propositions; Understanding its challenge to deliver a better experience for their customers; Interviewing and interacting with the user; Retrieving potentials insights for great ideas that are focus on their clients and able to grow its business; And developing the ideas into products for the brand.

MFA in Interaction Design / School of Visual Arts – Fall 2018 • 2020

The MFA in Interaction Design program trains students to research, analyze, prototype, and design concepts in their business, social, and cultural contexts.

Work Experience

Trendi - www.trendi.com.br

Head of Experience Design - mar 2009 • dec 2018

Founded in São Paulo in 2009, Trendi is a full-service digital agency focusing on innovation and understanding people. I worked on a wide range of digital projects for clients such as AWS, BTG Pactual, TD Ameritrade, UOL, Brasoftware.

Disciplines

Concepting & Ideation

User Interface Design

Design & Art Direction

Rapid Prototyping

User Interaction & Experience

Languages

Portuguese (native)

English

Social Network

[linkedin.com/in/luigi-piccolo/](https://www.linkedin.com/in/luigi-piccolo/)

twitter.com/luiginista