

Michele Graffieti, M.Sc.

I am a NYC-based product designer working at the intersection of filmmaking and technology. My areas of expertise include UX/UI, Information Design, Data Visualization, Graphic Design and Film Theory.

Most recently I have been working with New York City Office of Technology and Innovation, a Mayoral agency tasked to deliver the City's digital services. Prior to that I've led the design efforts at *Scatter*, a media and production studio that is pioneering the emerging language of volumetric filmmaking. Through the years, our immersive films and volumetric capture tools, fostered a creative community, won an *Emmy* and gained recognition from the most prestigious film festivals such as the *Sundance* and *Tribeca Film Festivals*.

In my freelance practice I have worked primarily on digital products and user centric experiences, leading many projects from pitch phase to full design and launch. In 2018 I was part of the team responsible for the design bible of *Netflix's Patriot Act with Hasan Minhaj*.

Among others, my work has been featured in several international exhibitions and publications, such as *Wired*, *Domus*, *Sciences Po*

Paris, Université Paris 8, MIT, Expo Milano 2015, ACM SIGGRAPH, Maker Faire Europe, MediaLAB Prado Madrid, Greenpeace, United Nations, El País. I hold a M.Sc. in Communication Design and I am one of the founding members of *DensityDesign Lab* where I have been a researcher for 4 years. Set in between Design and Humanities, my research focused on the visualization of phenomena through which we understand data and information. Following several lectures and academic presentations, on 2011 I was invited to *Stanford University* as international visitor.

Being in an interdisciplinary environment is what drives me the most in my daily life. Besides visual arts and cinema, my interests span from technology to sensory ethnography and food culture. I have a background in acting and for 9 years I was a member of a theatre company for which I also became art director. At the age of 24 I was elected councilman in my hometown, and I served as such for 4 years.

EDUCATION

2006 - 2011

M.Sc., Communication Design, Politecnico di Milano (110/110)

Thesis: «The Narrative Panorama: Processes of visual argument»

Advisors: Paolo Ciuccarelli, Donato Ricci, Gaia Scagnetti

2003 - 2006

B.Sc., Communication Design, Politecnico di Milano (110L/110 Summa Cum Laude)

1998 - 2003

Scientific Lyceum Diploma - Liceo Scientifico Informatico G. Spezia, Domodossola (VB)

PROFESSIONAL EXPERIENCE

June 2022 — October 2022 (contract)

UX/UI Design Lead – NYC Department of Information Technology & Telecommunications, NYC

June 2019 — June 2022

Head of Design – Scatter, NYC

Scatter is a media and production studio that is pioneering the emerging language of volumetric filmmaking by producing vivid immersive films, making volumetric capture tools, and fostering a creative community. At the company, I've led the product design team responsible for the software Depthkit, as well as being a member of the art & design department in our film productions.

September 2013 — *present*

Freelance Product & Information Designer – NYC

As a consultant and lead designer on digital products I've worked on user centric experiences from the pitch phase to full design and launch. Areas of expertise include Information Design, UX/UI, Data Visualization and Visual Design.

Selected studios and organizations I collaborated with: Netflix (NYC), Slanted Studio (NYC), Sciences Po Paris (Paris, France), Care/of (NYC), Accurat (NYC), Zago LLC (NYC), BlueLabs Analytics (Washington, D.C.), Quidd, Inc. (NYC), Audi (Ingolstadt, Germany), GoldBean Co. (NYC).

June 2015 — March 2017

Product Design Lead – Out of the Box Software Inc., NYC

Lead interaction designer and co-founder of Espresso Messenger.

January 2008 — August 2013

Freelance Information Designer – Milan, Italy

Areas of expertise include Information Design, UX/UI, Data Visualization and Visual Design.

Selected clients and organizations: Accurat (Milan, Italy), Domus Magazine (Milan, Italy), Wired Magazine (Milan, Italy), Greenpeace (London, UK), Make in Italy Foundation (Turin), Musei Civici di Reggio Emilia (Reggio Emilia, Italy), Comitato Italia 150 (Turin, Italy).

August 2012

Art Director and Visual Artist – San Francisco, CA

Direction and animation of Kaijūscope project, an art/research piece in visual storytelling through animation and live music performance.

August 2011

Visiting Graduate Researcher – Stanford University, CA

My appointment at the Department of History and the Stanford Humanities Center (SHC) at Stanford University has been focused on the design and development of a Narrative Panorama within the Mapping the Republic of Letters project.

December 2007 — September 2011

Undergraduate Researcher – DensityDesign Research Lab, Milan

Applied Research on the topics of Data Visualization, Complexity, Diagrammatic design.

April 2008 — November 2008

Web and Information Designer – Corriere della Sera, Milan

As a member of the newsroom, I curated the 2008 US Presidential Elections online coverage, designing and developing interactive web features.

EXHIBITIONS AND DEMOS

Tribeca Film Festival, The Changing Same - An American Pilgrimage [Ep. 1: The Dilemma] (New York City, NY), June 9 – 20, 2021.

Sundance Film Festival, The Changing Same - An American Pilgrimage [Ep. 1: The Dilemma] (Park City, UT), January 28, 2021 – February 3, 2021.

Make in Italy: 50 years of Italian breakthroughs, The Italian Cultural Institute (New York City, NY), November 13 – 25, 2015.

Expo Milano 2015, Space NEO9 TIM Pavilion (Milan, Italy), May 1 – October 31, 2015.

Make in Italy – The Exhibition, Museo Nazionale della Scienza e della Tecnologia (Milan, Italy), May 18 – August 16, 2015.

Maker Faire Europe, Auditorium Parco della Musica (Rome, Italy), October 2 – 5, 2014.

Beautiful Information, curated by Wired Magazine with the patronage of the City of Milan (Milan, Italy), March 6 – 30, 2014.

BFAMFAPhD, Queens Museum (Queens, NY), February 2, 2014.

Narrative Panorama for Musei Civici di Reggio Emilia, permanent collection at Musei Civici di Reggio Emilia (Reggio Emilia, Italy), February 9, 2013 – present.

Kaijūscope

@ Berkeley Arts Festival (Berkeley, CA), September 5, 2012.

@ Make-out Room (San Francisco, CA), September 3, 2012.

Stazione Futuro. Qui si rifà l'Italia, part of Esperienza Italia 150, a monumental celebration of the unification of Italy, Officine Grandi Riparazioni (Turin, Italy), March 17 – November 20, 2011.

I De Agostini e la Cartografia – Centoventi anni di Cartografia in Italia, Politecnico di Milano (Milan, Italy), February 27 – March 27, 2010.

CityMurmur @ Innovate 2009 – Virginia Educational Technology Conference, Virginia Tech and Virginia Department of Education (Richmond, VA), October 29, 2009.

CityMurmur @ Innovation Circus (Milan, Italy), October 11, 2009.

SIGGRAPH 2009 – The 36th International Conference and Exhibition on Computer Graphics and Interactive Techniques, Ernest N. Morial Convention Center / Emerging Technologies Pavillion (New Orleans LA), August 3 – 7, 2009.

Visualizar'08 - Database City, Medialab Prado (Madrid, Spain), November 3 – 18, 2008.

JOURNALS, LECTURES, TALKS & CONFERENCE PAPERS

Graffieti, M. (2011) Surface is illusion but so is depth: Making narratives visible. Universidade de Aveiro, Communication and Art Department (Aveiro, Portugal), March 25, 2011.

Graffieti, M. (2011) Surface is illusion but so is depth: Panorama for plausible narratives. Mapping the Republic of Letters Conference, Giorgio Cini Foundation (San Giorgio Maggiore, Venice, Italy), March 16, 2011.

Graffieti, M., Scagnetti, G., Ricci, D., Porpora, M. and Masud, L. (2011). Tell them anything but the truth: they will find their own. How we visualized the map of the future with respect to the audience of our story. In Leonardo, Vol. 44, No. 3. MIT Press.

Quaggiotto, M., Ricci, D., Scagnetti, G., Caviglia, G., Guido, D., Graffieti, M., Granados Lopez, S. (2010) New maps from the media-city. CityMurmur as a tool for the visualization of urban space. In Khaldoun Zreik (Ed.), *Nouvelles cartographies, nouvelles villes (HyperUrbain.2)*. Paris: Europia Productions.

Quaggiotto, M., Ricci, D., Scagnetti, G., Caviglia, G., Guido, D., Graffieti, M., Granados Lopez, S. (2010) The Shape of the Media-City. humanities + digital. Visual Interpretation Conference. MIT Massachusetts Institute of Technology (Cambridge, MA), May 20, 2010.

Graffieti M., Scagnetti G., Ricci D., Masud L., Porpora M. (2010) Tell them anything but the truth: they will find their own. How we visualized the map of the future with respect to the audience of our story. NetSci2010 - Arts | Humanities | Complex Networks – a Leonardo satellite symposium at NetSci2010, Northeastern University (Boston, MA), May 10, 2010.

Quaggiotto M., Ricci D., Scagnetti G., Caviglia G., Guido D., Graffieti M., Granados Lopez S. (2009) New maps from the media-city. CityMurmur as a tool for the visualization of urban space.

Deuxième colloque sur les Technologies de l'Information et de la Communication en milieu urbain, June 3-4, 2009.

SELECTED PUBLICATIONS

Books

2019

Triggs, T., Atzman, L. The Graphic Design Reader. Bloomsbury Visual Arts (New York, NY).

ISBN: 978-1472536204.

2015

Bonzio, R. Italiani di frontiera: Dal west al web: un'avventura in Silicon Valley. Chapter: Lezioni di creatività della scuola italiana. Milano: Egea Editore.

2012

Data Visualization - Convey \ Clarify \ Construct. Shanghai: do\work publishing. ISBN:

978-9881568212.

GeoCity Smart City. Beijing Design Week, CMod (Beijing, China).

IdN Extra 07: Infographics – Designing Data. Systems Design Ltd (Hong Kong, China). ISBN:

978-9881595027.

Choi, D. Infographics Design. Choi's Gallery (Shanghai, China). ISBN: 978-1611750324.

Rendgen, S., Wiedemann, J. Information Graphics. Taschen GmbH (Köln, Germany). ISBN:

978-3836528795.

Speaking with Graphics: Information Design/Infographics

Tsinghua University Press (Beijing, China)

2011

Lima, M. Visual Complexity - Mapping patterns of information. Princeton Architectural Press (New York, NY). ISBN: 978-1568989365.

Klanten, R., Ehmann, S., Schulze, F. Visual Storytelling - Inspiring a new visual language. Die

Gestalten Verlag (Berlin, GE). ISBN: 978-3899553758.

2010

Klanten, R., Ehmann, S., Bourquin, N., Tissot, T. Data Flow 2 Visualizing Information in Graphic Design. Die Gestalten Verlag (Berlin, GE). ISBN: 978-3899552782.

Choi, D. Editorial Design. Choi's Gallery (Shanghai, China). ISBN: 978-1611750003.

Magazines

2014

Bright Ideas Magazine – Issue #01 (January). Seed&Spark (Los Angeles, CA).

2013

The Outpost: The Possibility of Living Here – Issue #02 (Beirut, Lebanon).

2011

The Parallax: A Cinema Journal – Issue #1. Capilano University (North Vancouver, Canada).

2010

Domus. La Nuova Utopia – Issue #938. Editoriale Domus (Rozzano, Italy).

Wired – Issue #15 (May 2010). Condé Nast (Milan, Italy).

Computer Arts Magazine – Issue #141. Future Publishing Limited (Bath, UK).

2009

Wired – Issue #07 (September 2009). Condé Nast (Milan, Italy).

SOFTWARES AND CODING SKILLS

Sketch, *advanced*

Figma, *advanced*

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), *advanced*

Principle, *advanced*

FinalCut Pro, *intermediate*

HTML5 and CSS3, *intermediate*

Blender, *beginner*

Autodesk Maya, *beginner*

LANGUAGES

Italian, *native proficiency*

English, *full professional proficiency*

Spanish, *elementary proficiency*

French, *elementary proficiency*