

Veronica Polinedrio

Experience Designer

email. veronica.polinedrio@gmail.com
 italy. +39 334 50 50 644
 us. +1 859 327 5120
 skype. vpolinedrio
 web. veronicapolinedrio.com
 web. thewelcomecard.org
 web. linkedin.com/in/veronicapolinedrio

Super Powers

Design Research

Human-Centered Design
 UX Design Research
 Experience Prototyping
 Design Strategy
 Systems Thinking
 Inter- and Trans-disciplinary Research
 Trendspotting and Future Forecasting

Digital Editing

Adobe CC, specifically:
 Illustrator, InDesign, Photoshop, Lightroom,
 After Effects, Premiere Pro
 Sketch
 InVision
 Marvel

Digital Modeling

Autodesk AutoCad
 Revit
 Rhinoceros + Vray

Fabrication

3-axis CNC
 Laser Cut/Etching
 3D printing
 Model Making and Prototyping

Programming (beginner)

Arduino
 PureData
 HTML, CSS, JS, Query, CMS

Other

Acrobat Pro
 Word + PowerPoint + Excel
 Mac Pages + Keynote + Numbers

Languages

Italian and English [native proficiency]
 Spanish [intermediate proficiency]

Academics

Master of Fine Arts in Experience Design, 2014

Konstfack University College of Arts Crafts and Design,
 Stockholm:Sweden

Bachelor of Arts in Interior Design, 2012

University of Kentucky, College of Design, Lexington:KY

Bachelor of Arts in Art History, 2011

University of Kentucky, College of Fine Arts, Lexington:KY

Minor in Digital Media and Art Studio

University of Kentucky, Lexington:KY

Leadership and Collaborations

Stockholm +Acumen Leadership Team design and courses, Stockholm:Sweden, 2014:2017

I collaborated on the establishment and development of the Stockholm chapter of the international non-profit organization Acumen. My responsibilities included visual design and community outreach, and the coordination and facilitation of +Acumen courses. My focus has been on training and equipping industry professionals with human-centered design and design thinking methodologies, prototyping toolkits and social impact measurement tools in the context of consumer-oriented solutions, poverty alleviation, integration, and immigration

Nida Art Colony IP Erasmus researcher, Nida:Lithuania, 06/2013

I investigated the current role of sustainability and developed counter-strategies for greenwashing, in collaboration with the Yes Lab, University of Art and Design Cluj Napoca, Finnish Academy of Fine Arts, and Vilnius Academy of Arts

Interior Design Student Association student member and director, College of Design (UK), 09/2010:08/2012

I organized, promoted and coordinated events while managing the student organization, with the objective of connecting and creating dialogues between interior design academics and professionals

Students Helping Honduras co-director, University of Kentucky, 09/2009:12/2012

I co-founded and promoted the University of Kentucky chapter of the non-profit 501(c)(3) organization Students Helping Honduras (SHH), with a focus on coordinating fundraising events and trips to Honduras, in the joint effort with CECI to respond to the poverty- and education-related challenges of the local communities

social impact project, El Progreso:Honduras, 03/2010

I traveled to El Progreso, Honduras to provide hands-on work for the organization SHH, focusing on educational buildings for young children

Awards and Recognitions

Awards

What Design Can Do + UNHCR + IKEA Foundation: The Refugee Challenge, 2016
 Digital Media Award, 2012
 suckerPUNCH Robot Shop, 2012
 UK/CoD Leadership Award, 2011
 UK/CoD Creativity Award, 2010
 Oswald Creativity Award, 2011
 Kentuckiana Masonry Institute, 2010

Honors

DEA Honor Student
 NCUR Ithaca, 2011
 Dean's List, 2007:2012

Exhibitions and Publications

Stedelijk Museum, "Solution or Utopia?", Amsterdam, 2017
 "The Limits of Empathy," Digitala Vetenskapliga Arkivet (DiVA), Konstfack University [2014]
 "Caravaggio and the Head of Goliath," Kaleidoscope: Vol. 10 [2011]
 NCUR, Ithaca College [2011]

References

Kattis Åström

Former Director of External Affairs and Development at Youth For Understanding, and SEO Specialist at AdLibris

Anders Forsberg and Marie Lärka

Co-founders for The Welcome Card project. Anders is a migration adviser for Red Cross Sverige, and Marie is an organizational design and development consultant

Jenny Althoff

Senior lecturer in the departments of Experience Design and Industrial Design at Konstfack University

Michael Speaks

Dean of the School of Architecture, Syracuse University, and former Dean of the College of Design, University of Kentucky

Experience

Co-Founder and Design Lead

The Welcome Card, Stockholm:Sweden, 05/2016:now

I am the co-founder and design lead of Sprig Design Ekonomisk Förening, the startup non-profit overseeing the development of The Welcome Card proposal. I am leading the venture in creative direction and design research, social impact measurement, budget proposals and funding applications, community outreach and volunteer engagement

Guest Speaker and Panelist

EUROMED Migration IV [EMM4], European Union + Government of Portugal + Estonian Presidency, Lisbon:Portugal, 2017

What Design Can Do + UNHCR + IKEA Foundation, Amsterdam:NL, 2017
 College of Design, University of Kentucky, Lexington:KY, 2016 & 2017
 Hult Prize, Stockholm School of Economics, Stockholm:Sweden, 2016
 Konstfack University, Stockholm:Sweden, 2015

Mentor and Guest Critic

Sonder, Hult Prize, Stockholm:Sweden

Mentorship by Design, College of Design, University of Kentucky [UK]
 "Advocating Health: A Community of Support", Thesis, College of Design [UK]
 Architecture 151 1st year studio, Jordan Hines, College of Design [UK]
 Interior Design 3rd year studio, Rebekah Radtke, College of Design [UK]
 Architecture 355 3rd year studio, Greg Luhan, College of Design [UK]
 Human-Centered Design, Stockholm School of Economics, Stockholm:Sweden
 Industrial Design, Jenny Althoff and Rochus Hinkel, Konstfack University, Stockholm:Sweden

Courses and Workshops Lead

"How might we rethink the system of accommodating refugees in Sweden?", Human-Centered Design and Prototyping, Stockholm School of Entrepreneurship, SSES Campus, Stockholm:Sweden, 2015:16
 "Berättande som Förändringsverktyg" [Storytelling for Change], Sundsgården HBV, Ekerö & Impact Hub Stockholm, Stockholm:Sweden, 2016
 "Human-Centered Design: Learning the Toolkit", Stockholm Impact Hub [2015], Stockholm School of Economics [2017]

Experience Design Consultant

Youth For Understanding, 02/2015:05/2017

I led the YFU design team in the implementation processes and re-branding efforts of YFU's 50 National Organizations, working with marketing experts and strategic developers, managing interns and volunteers to produce printed material, web platforms, and educational toolkits

White Orange, Architecture and Design Studio, 2014

I consulted the studio in the preliminary research and design prototypes for improving wardrobe space and modular storage boxes

Daladräkt, Fashion Brand, 2013

I collaborated with a group of fashion designers and entrepreneurs to revitalize the traditions of Swedish folk costumes, creating visual branding solutions, and directing the production of print and digital material

Graphic Designer and Illustrator

College of Arts and Sciences Hive, 05/2011:07/2012

I worked in a team of photographers, bloggers and media managers to develop the visuals and branding for various departments in the college