

# Marina Rossi

Digital Curator • Event Producer • Content Creator

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## EXPERIENCE

### **Freelance, Genova — Digital Curator & Event Producer**

MARCH 2017 - PRESENT

Freelance digital curator, event producer, and content creator. Project manager, game designer, game critic, innovation researcher, and lecturer.

### **Effecinque, Genova — Collaborator**

JULY 2017 - PRESENT

Ongoing collaboration with Effecinque, a coop of innovative journalists, as designer, tech editor, communication strategist, event producer, and lecturer.

### **Papille, Online — Co-Founder & Senior Editor**

AUGUST 2018 - PRESENT

Co-founder and senior editor at *Papille* (<https://medium.com/papille>), a webzine about digital culture and game criticism.

### **Ass. Cult. Game Happens, Genova — Co-Founder & Director**

APRIL 2016 - PRESENT

Co-founder and director at Game Happens, a cultural association focused on the impact of games. Organiser of meetups and networking events for game design students and practitioners. Partnership manager: Game Happens collaborates with other non-profit organisations like: Internet Festival (Pisa), Videogiocanda (Pavia), IVIPRO (Bologna), Smack! (Genova).

### **NABA – Nuova Accademia di Belle Arti, Milano — Substitute Teaching & Adjunct Professor**

APRIL 2017 - APRIL 2018

Courses: “Progettazione Game”, “Comunicazione audiovisiva I”, “Linguaggi Multimediali”.

Focus: game design, pre-production and production, game studies, indie games, game criticism, media adaptation, escape room games.

## SKILLS

Planning and organisation

Writing and editing

Detail oriented approach

Problem solving

Team work

Leadership

Diversity & inclusion

Knowledge management

Design thinking

Interface & Experience Design

Scrum

## SOFTWARE & TOOLS

Adobe Creative Cloud

(Photoshop, Illustrator,

InDesign, Lightroom,

Premiere, After Effects)

Unity

Twine

Productivity suite

Basecamp, Asana & Trello

Slack

## AWARDS

2014. Drago D'Oro:

Excellence in Visual Art

(finalist), *Zwan*

2013. Bosch Art Game

(finalist), *Zwan*

2012. Premio Archimede

(finalist) - *Tail of Tales*

2011. Winner of Chrome Web

Store Contest - *Santa's Deadly*

*Descent*

## LANGUAGES

Italian (Native)  
English (Advanced)  
French (Beginner)

### **Urustar Srl, Genova — Co-Founder & Producer**

MAY 2010 - DECEMBER 2014

Co-founder, producer, game designer, level designer, and communication strategist. Urustar released more than twenty experimental games (Flash, Unity, Twine), two board games, and one live game. Urustar also did some contract work, we held several game design and production workshops, and offered consultant services to companies. I was also the intern manager, and I coordinated theses and research for our interns and other University students. One of our games has been featured in *Alien Phenomenology, or What It's Like to Be a Thing* by Ian Bogost (University Of Minnesota Press, 2012).

"Meanwhile once more, at the Genoa-based brand consultancy Urustar, designer recast and condense hundreds of pages of my book into playable pixel art."

### **Totem Srl, Genova — Editor & Project Manager**

MARCH 2006 - OCTOBER 2009

Editor (focus: video games, social web, internet, tech, science). Articles published on Corriere.it, Alias (il manifesto), Vision, VisionPost, Tel&Co News. Community manager (Corriere.it news comments and forums). Project manager at WEBrief, an innovative service to monitor digital reputation; WEBrief has been used by L'Oréal Italia, Mediaset, Ferrari and other companies.

### **Totem Srl, Genova — Intern**

2005

University internship programme: 290 hours. Editorial assistant; junior editor.

## EDUCATION

### **Università degli Studi di Genova, Interfacoltà – ICT Master's Degree: 110/110 cum Laude (Scienze e Tecnologie della Comunicazione e dell'Informazione)**

SEPTEMBER 2006 - MARCH 2009

Thesis about web reputation, web marketing.

### **Università degli Studi di Genova, Scienze della Formazione – Bachelor's Degree in Communication: 110/110 cum Laude (Scienze della Comunicazione)**

SEPTEMBER 2003 - SEPTEMBER 2006

Thesis about emotional design, product design, iPod, Apple, semiotics, consumer psychology.

## SELECTED PROJECTS

### **Innovazione per lo Sviluppo, Project (Effecinque)**

AUGUST 2018 - PRESENT

Overseeing the social media strategy of "Innovazione per lo Sviluppo", a strategic and multidisciplinary project on international cooperation and development aiming at fostering technological innovation processes and products in order to get creative responses to the most pressing problems that low-income countries population face. Innovazione per lo Sviluppo is a project by Fondazione Cariplo and Compagnia di San Paolo.

### **Chips&Salsa, Conference, Genova (Effecinque)**

DECEMBER 2017 - PRESENT

Event designer, event manager, communication strategist for Chips&Salsa 2017 and 2019, an international conference about innovative and interactive journalism.

### **Open Days dell'Innovazione 2019, Event, Torino (Effecinque)**

6-7 MARCH 2019

Event design, event producer, communication strategist. Open Days dell'Innovazione is an event co-organised by Innovazione per lo Sviluppo.

### **Game Happens, Festival, Genova**

JUNE 2014 - PRESENT

Event director and curator at Game Happens, the international festival in Italy where game design look beyond its own boundaries. The festival is dedicated to the cultural, political and social impact of video games.

Since 2014, Game Happens featured Rami Ismail (Vlambeer), Adrian Hon (Six to Start), Lena Mech (Copenhagen Game Collective), Auriea Harvey & Mich al Samyn (Tale of Tales), Eric Zimmerman (NYU Game Center), Mata Haggis (NHTV University), Rhianna Pratchett (Mirror's Edge, Tomb Raider), Paolo Pedercini (Molleindustria), Xalavier Nelson Jr. (Hypnospace Outlaw), Bury me, my Love (The Pixel Hunt).

### **Zwan, Digital Game (PC)**

2014

The first prototype was created for the Bosch Art Game competition. The game has been shown during several events in Europe and ultimately has been nominated for Excellence in Visual Arts at the Italian Drago D'Oro Award in 2014.

## **Privacy Traders, Live Game**

AUGUST 2012

Live game commissioned by ahref Foundation, created for a young audience to make them understand the value of online personal data.

## **The Real Potion Motion, Digital Game (iPhone)**

MARCH 2011

Co-created with MWPowerLab Srl. I worked on: concept, game design and game writing, visual art, and interface.

## **Lionel, Digital Game (PC)**

DECEMBER 2010

Digital game (PC) commissioned by AMKA films productions. Promotional game for *Lionel*, an independent movie by Mohammed Soudani.

## **Santa's Deadly Descent, Digital Game (PC)**

DECEMBER 2010

Digital game (PC). Casual game, infinite scrolling. In 2011, the game won the Chrome Web Store Contest (category: games).

## **LECTURES**

### **Internet Festival, Lecture, Pisa**

OCTOBER 2019

Title: “**Resistere alla colonizzazione, curare l’indipendenza**” (Resisting Colonisation, Curating Independence).

Focus: decolonisation, digital curatorship, preservation.

### **Brief in Genova, Lecture, Genova**

SEPTEMBER 2019

Title: “**Game Design 101 – Scoprire la progettazione di giochi per lavorare nella comunicazione**” (Game Design 101 for Digital Communicators).

Focus: game design, applied game design, game thinking, playful design.

### **Smack!, Lecture, Genova**

JUNE 2019

Title: “**Identità e videogiochi: storie personali e folklore per resistere all’omologazione**” (Identity and Video Games: Personal Stories and Folklore to Resist Standardisation).

Focus: independent games, decolonisation, cultural heritage, authorship.

## **Workshop Creativi, Workshop, Genova**

JANUARY 2019

Title: “**Design Thinking**”. Lecture and practical workshop.

Focus: design thinking, game thinking, game design, feedback loop, product and service design, Scrum.

## **Notte Bianca dell'Archeologia (Museo degli Strumenti del Calcolo), Lecture, Pisa – Co-lecturer: Maddalena Grattarola**

JULY 2018

Title: “**Videogiochi come rappresentazioni e reinterpretazioni della storia**” (Video Games as Representations and Reinterpretations of History).

Focus: indie games, historical games, archeology in games, game archeology, cultural heritage.

## **Master of Arts in Game Design (IULM University), Lecture, Milano**

MAY 2018

Title: “**The Impact of Curation**”.

Focus: games, curatorial practice, preservation, knowledge management.

## **Workshop Creativi, Lecture, Genova**

FEBRUARY 2018

Title: “**Project Manager: Uno, nessuno, centomila**”. Lecture.

Focus: project management, Scrum, planning, team management, pre-production and production.

## **Workshop Creativi, Workshop, Genova**

DECEMBER 2017

Title: “**Think Like a Game Designer**”. Lecture and practical workshop.

Focus: game design, indie games, MDA framework.

## **Internet Festival, Lecture, Genova**

OCTOBER 2017

Title: “**Cosa resta del Game Design: Riflessioni sulla costruzione di mondi e sulla produzione di senso a partire da *What Remains of Edith Finch* e *The Unfinished Swan***” (What Remains of Game Design: Thoughts about the world-building and the sense-making processes in *What Remains of Edith Finch* and *The Unfinished Swan*).

Focus: game design, pre-production and production, indie games.

## **T-Union, Workshop, Torino**

APRIL 2017

Title: “**Gender Me Softly: or Why on Earth Should I Worry about Gender in Game Design?**”.

Focus: gender studies, game design, character design, gender representation in media, diversity and inclusion.

## **Global Game Jam, Lecture, Pisa**

JANUARY 2017

Title: “**Gender Me Softly**”.

Focus: gender studies, game design, character design, gender representation in media, diversity and inclusion.

## **Workshop Creativi, Lecture, Genova**

NOVEMBER 2016

Title: “**Think Like a Game Designer**”. Lecture.

Focus: game design, indie games, MDA framework.

## **Scienze della Comunicazione (Università di Genova), Lecture, Genova**

OCTOBER 2013

Title: “**Meccanismi di esclusione nel gaming**”.

Focus: game design, gender studies, sociology, deviance.

## **Ragazze di oggi donne di domani-costruire il futuro al tempo del web, Lecture, Genova**

OCTOBER 2012

Title: “**Ragazze in gioco: esperienze e immaginari femminili nel game design**”.

Focus: character design, gender representation in media.

## **PUBLICATIONS**

### **Comunicare. Elementi di psicologia della comunicazione, Marco A. Villamira, Fabrizio Bracco (Franco Angeli, 2009)**

2009

Chapter: “Totem emozionali e sociali”.

## **COURSES CERTIFICATIONS**

### **Decolonizing Curatorial and Artistic Practices, Node Center for Curatorial Studies (Certificate ID 000005451)**

AUGUST 2019

### **Design Thinking for the Greater Good: Innovation in the Social Sector, Coursera (Certificate ID K5H5PPCGMX69)**

AUGUST 2018

**Curating New Media Art: Process, Interaction, Virtuality,**  
Node Center for Curatorial Studies (Certificate ID  
000003579)

FEBRUARY 2018

**Exhibition Design,** Node Center for Curatorial Studies  
(Certificate ID 000001656)

APRIL 2016

**Project Management: Organising Large-scale Projects and  
Events,** Node Center for Curatorial Studies (Certificate ID  
3900-153032)

MARCH 2016