

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' populations face. Innovazione per lo Sviluppo is a project by Fondazione Cariplo and Compagnia di San Paolo.

Chips&Salsa, Conference, Genova (Effecinque)

DECEMBER 2017 - JUNE 2019

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 - NOVEMBER 2019

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

Since 2014, Game Happens featured Adrian Hon (Six to Start), Lena Mech (Copenhagen Game Collective), Auriea Harvey & Mich el 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), Lizzie Brown (Arbitrary Metric).

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 & WORKSHOPS

Effecinque, Workshop, Online

OCTOBER - NOVEMBER 2020

Title: “**Introduzione alla narrazione visiva: dalle presentazioni ai report**” (Introduction to Visual Storytelling: From Presentations to Reports).

Focus: presentations, visual perception, inclusive design.

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.

Effecinque, Workshop, Genova

SEPTEMBER 2019

Title: “**Si fa presto a dire presentazione: per un’ecologia della slide**” (It’s Easy to Say ‘Presentations’: A Digital Ecosystem).

Focus: presentations, visual perception, inclusive 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: “**Haters Gonna Hate. 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