

# Marina Rossi

Digital Curator • Ethical Designer

Via Posalunga 31B / 8A  
16132 Genova (ITALY)  
+39 340 5833627  
P. IVA 02616370991  
marina.rossi@hey.com  
<https://marinaponders.com>

## EXPERIENCE

MARCH 2017 - PRESENT

**Freelance, Genova** — *Digital Curator & Ethical Designer*

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

JULY 2017 - PRESENT

**Effecinque, Genova** — *Collaborator*

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

APRIL 2016 - PRESENT

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

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), and Smack! (Genova).

AUGUST 2018 - July 2020

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

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

APRIL 2017 - APRIL 2018

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

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.

MAY 2010 - DECEMBER 2014

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

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

## FOCUS

Ethical and universal design  
Cultural decolonisation  
Diversity and inclusion  
Social change  
Sustainable innovation

## SKILLS

Planning & Organisation  
Writing & Editing  
Detail-oriented approach  
Problem-solving  
Teamwork & Leadership  
Diversity & inclusion  
Knowledge Management  
Design Thinking  
Experience Design  
Presentation Design  
Conducting Focus Groups

## SOFTWARE & TOOLS

Adobe Creative Cloud  
Unity / Twine / Sourcetree  
Project Management apps

## AWARDS

**2014. Drago D'Oro: Excellence in Visual Art (finalist)**, *Zwan*

**2013. Bosch Art Game (finalist)**, *Zwan*

**2012. Premio Archimede (finalist)** - *Tale of Tails*

**2011. Winner of Chrome Web Store Contest - Santa's Deadly Descent**

contract work, we held several game design and production workshops and offered consulting 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."

MARCH 2006 - OCTOBER 2009

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

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.

## LANGUAGES

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

## PUBLICATIONS

**Comunicare. Elementi di psicologia della comunicazione**, Marco A. Villamira, Fabrizio Bracco (Franco Angeli, 2009)  
Chapter: "Totem emozionali e sociali".

## EDUCATION

SEPTEMBER 2006 - MARCH 2009

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

Thesis on: web reputation, web marketing.

SEPTEMBER 2003 - SEPTEMBER 2006

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

Thesis on: emotional design, product design, iPod, Apple, semiotics, consumer psychology.

## SELECTED PROJECTS

AUGUST 2018 - PRESENT

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

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.

DECEMBER 2017 - JUNE 2019

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

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

6-7 MARCH 2019

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

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

JUNE 2014 - NOVEMBER 2019

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

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 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), Lizzie Brown (Arbitrary Metric).

2014

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

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.

AUGUST 2012

### **Privacy Traders**, Live Game

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

MARCH 2011

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

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

DECEMBER 2010

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

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

## LECTURES & WORKSHOPS

APRIL 2022

### **Dataninja**, Workshop, Online

Title: "**Videogiochi in classe**" (Video Games in the classroom).

Focus: educational games, game design, media literacy.

OCTOBER - NOVEMBER 2020 & OCTOBER 2021

### **Effecinque**, Workshop, Online

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

Focus: editorial design, visual perception, inclusive design.

OCTOBER 2019

**Internet Festival**, Lecture, Pisa

Title: "**Resistere alla colonizzazione, curare l'indipendenza**" (Resisting Colonisation, Curating Independence).

Focus: decolonisation, digital curatorship, preservation.

SEPTEMBER 2019

**Brief in Genova**, Lecture, Genova

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.

SEPTEMBER 2019

**Effecinque**, Workshop, Genova

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.

JUNE 2019

**Smack!**, Lecture, Genova

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.

JANUARY 2019

**Workshop Creativi**, Workshop, Genova

Title: "**Design Thinking**". Lecture and practical workshop.

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

JULY 2018

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

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.

MAY 2018

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

Title: "**The Impact of Curation**".

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

FEBRUARY 2018

**Workshop Creativi**, Lecture, Genova

Title: "**Project Manager: Uno, nessuno, centomila**". Lecture.

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

DECEMBER 2017

**Workshop Creativi**, Workshop, Genova

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

Focus: game design, indie games, MDA framework.

OCTOBER 2017

**Internet Festival**, Lecture, Genova

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.

APRIL 2017

**T-Union**, Workshop, Torino

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.

JANUARY 2017

**Global Game Jam**, Lecture, Pisa

Title: **"Gender Me Softly"**.

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

NOVEMBER 2016

**Workshop Creativi**, Lecture, Genova

Title: **"Think Like a Game Designer"**. Lecture.

Focus: game design, indie games, MDA framework.

OCTOBER 2013

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

Title: **"Haters Gonna Hate. Meccanismi di esclusione nel gaming"**.

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

OCTOBER 2012

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

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

Focus: character design, gender representation in media.

## COURSES CERTIFICATIONS

AUGUST 2019

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

AUGUST 2018

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

FEBRUARY 2018

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

APRIL 2016

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

MARCH 2016

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