

# Tania Eleonora Ciurca

Based in London  
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Linked-In: Tania Eleonora Ciurca

I'm a Creative Designer with a strong UX/UI and brand identity design background. My passion and empathy drive me to explore not only human-computer interactions but also interactions between people.

## Work Experience

Jan 2023 / Current

### OMM - EXPERIENTIAL DESIGN FOR SPORT,TECH, RETAIL (NIKE, JBL, PREMIERE LEAGUE)

Project: Experiential Design, UX/UI, AR/VR

Key role: Senior Creative Designer

Mar 2021 / Oct 2022

### B-TOGETHER - THE ECO-FRIENDLY FAMILY CLUB

Project: Brand Identity / Graphic Design

Key role: Senior Lead Designer

Nov 2020 / Mar 2021

### SHAPE HISTORY - THE SOCIAL IMPACT COMMUNICATION AGENCY

Project: Campaigns for international organisation

Key role: UX/UI Design / Illustrator

Jul 2016 / Current (\*as co-founder and consultant)

### ROBIN STUDIO - THE ART & INTERACTIVE DESIGN AGENCY

(in collaboration with MIT, Museo Egizio of Turin, Area 3)

Last Project: Augmented Reality app "HOME MUSEUM"

Key role: Lead & UX/UI Designer, Project Management

Portfolio link reference:

<https://taniaeleonora.com/home-museum/>

Sept 2015 / Jul 2020

### RETE DAFNE - NATIONWIDE ASSOCIATION SUPPORTING VICTIMS OF VIOLENCE

Project: Digital solutions for monitoring and manage data

Key role: Brand Identity, UX/UI Design, Data Visualisation

Portfolio link reference:

<https://taniaeleonora.com/rete-dafne/>

Sept 2016 / Jun 2020

### TORINO TED-ED CLUB - KIDS' IDEAS TO CHANGE THE WORLD (Under the official License of TED)

Project: Public Speaking and Storytelling for Kids

Key role: Creative director, UX/UI Design, Event Manager

Portfolio link reference:

<https://taniaeleonora.com/torino-teded-club/>

[Check for more projects on my website](#)

## Skills

BRAND IDENTITY

GRAPHIC DESIGN (PS, AI, ID)

ILLUSTRATION

INFORMATION ARCHITECTURE DESIGN

PROTOTYPING (Invision)

UX/UI DESIGN (Sketch, Figma)

VIDEO EDITING (Premiere, Final Cut)

PHOTOGRAPHY

MOTION GRAPHIC (After Effects)

CODING (CSS, HTML)

DIGITAL PRESENTATION (Keynote, Power point, Google Drive)

LANGUAGES

**English fluent, Italian mother language**

## Educational background

01 Feb 2012

MASTER DEGREE - Cinema and Media

10 Dec 2013

Engineering - Politecnico of Turin, Department of Computer Science

Worked on UX/UI projects in topics such as Interaction Design, Virtual Reality, and Information Architecture in fast-paced design cycles.

30 Sep 2008

BACHELOR - Cinema and Media

16 Dec 2011

Engineering - Politecnico of Turin, Department of Computer Science. \*A "close number" course. 65 available places.

Full training in research, prototyping and user testing methodologies with a focus on cognitive psychology. Expertise in storytelling, communication design, gamification, digital marketing campaigns.

Other competencies: programming languages, computer graphics, 3D modeling, sound design.

## Ongoing learning

Design Sprint - Methodology for validating and test ideas.

Workshop Design - Frameworks to engage a team and lead it towards a defined objective and result.