Marco Tintori

Portfolio

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Born on July 18, 1999 in Milan. Student and Representative at Politecnico di Milano.

I aspire to become a Strategic Designer, able to combine an agile and collaborative Human Centered Mindset, to create innovations through Design Thinking and Co-Creation processes.

In my future I would like to generate new solutions starting from people's needs, combining emotions and technology.

I'm available to work in Italy and abroad starting from June/July 2024.

Bachelor Degree
Double Master Degree
Extracurricular Activities
Work & Professional Experiences
Awards

PaiR

My thesis project entailed a comprehensive literature review and the practical application of generative AI theories aimed at enhancing intimacy and depth in conversations within co-design processes. I developed "PaiR," a digital application in Vue that leverages prompt engineering to explore these theories empirically.

The application was rigorously tested through its deployment in design thinking workshops, where data was meticulously gathered to validate research assumptions and methodologies. This initiative not only pushed the boundaries of generative AI but also provided new insights into collaborative design dynamics.

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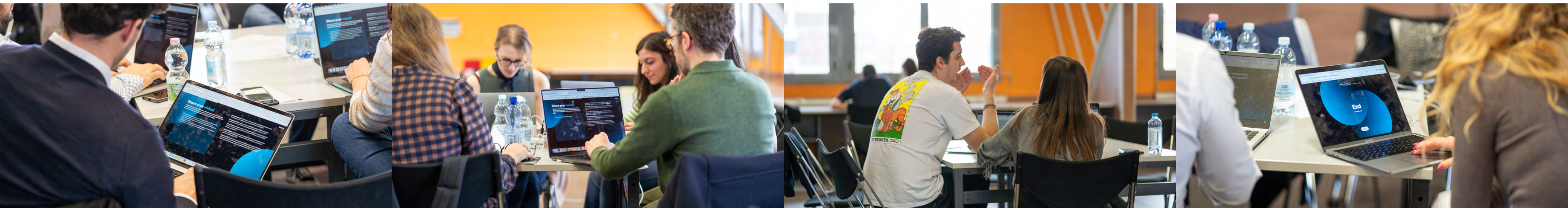
Junior Researcher

As a Junior Researcher at the Design Thinking Observatory 24 - Generative AI at Politecnico di Milano, I engaged in comprehensive desk research focused on emerging generative AI startups and their industry offerings related to content creation.

This role involved close collaboration with seasoned experts, enhancing my analytical skills and industry knowledge. Additionally, I served as a co-design facilitator for various Jams and Labs workshops, where I guided leading companies through immersive generative AI experiences, honing my leadership and strategic design capabilities in real-world applications.

Link

Professor Assistant

As a Professor Assistant for the Final Synthesis Course of the Digital Interaction Master's Degree at Politecnico di Milano, I engaged in the research and development of comprehensive lectures focusing on storytelling and emotional engagement.

Collaborating closely with the academic faculty, I played a pivotal role in mentoring students throughout their design projects, emphasizing Agile Methodologies. This involved not only guiding but also critically evaluating their work to ensure it met the rigorous standards expected at a university level, thereby preparing them for real-world applications in strategic design.
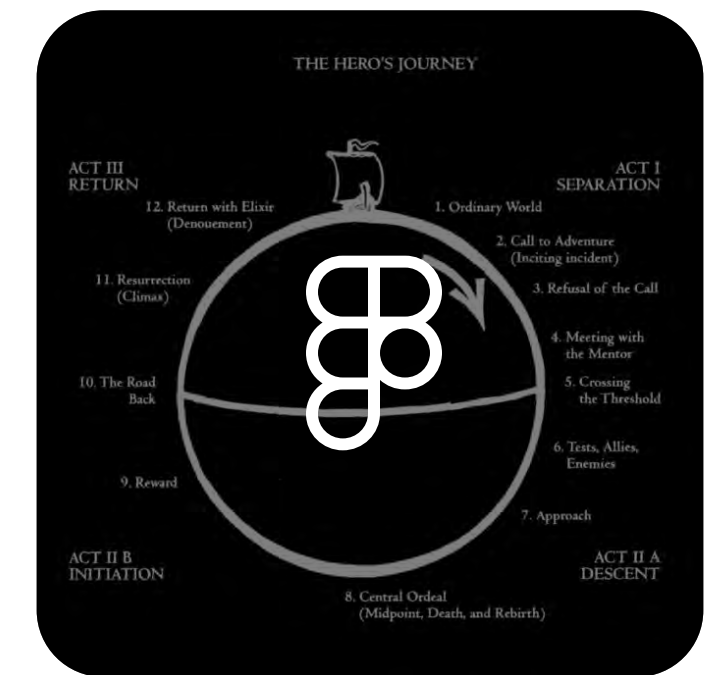
Link

Poli.Movies

As Founder and President of the "Poli.Movies" cinema association at the Politecnico di Milano, I started a dialogue with university officials and public bodies to establish and increase the association's presence.

In the first year, I formed a dedicated team responsible for capturing engaging multimedia content and significantly increasing our promotional efforts across the university network. In this way, we gathered passionate people from all over the university to carry out projections, cineforums, workshops and photographers during Politecnico events.
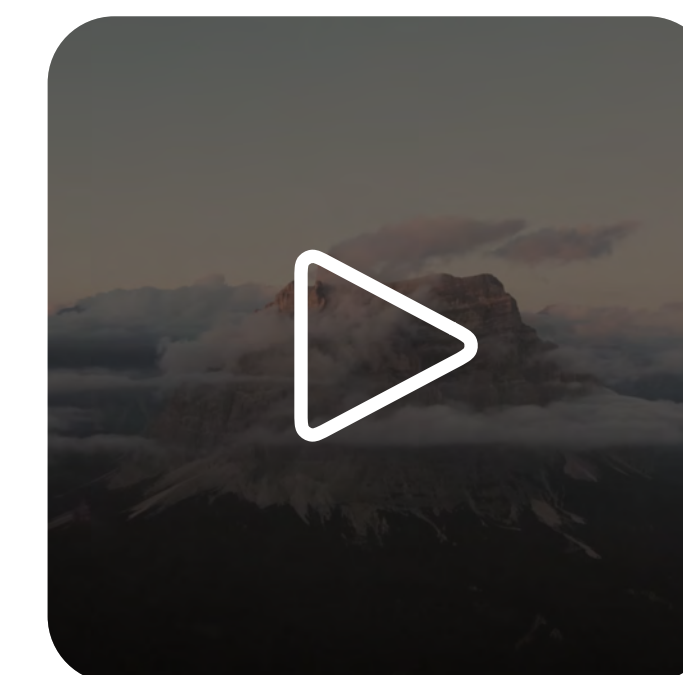

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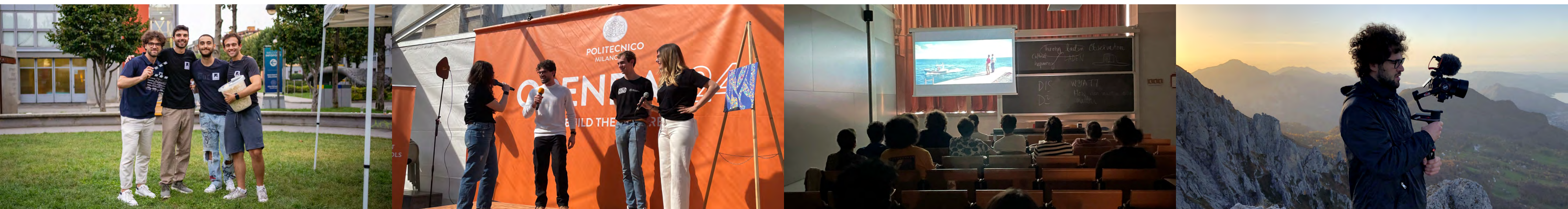
BitCorp

As a UX/UI Designer at BitCorp in Milan, Italy, I led the design of an innovative analytics software interface. My role encompassed the user interface and development of a cohesive color palette, enhancing the visual appeal and usability.

Additionally, I conducted an extensive user experience study to ensure the interface was intuitive and met the end-users' needs effectively. This project not only improved user satisfaction but also facilitated a smoother interaction with complex data, reflecting my commitment to merging functionality with aesthetic precision in digital environments.
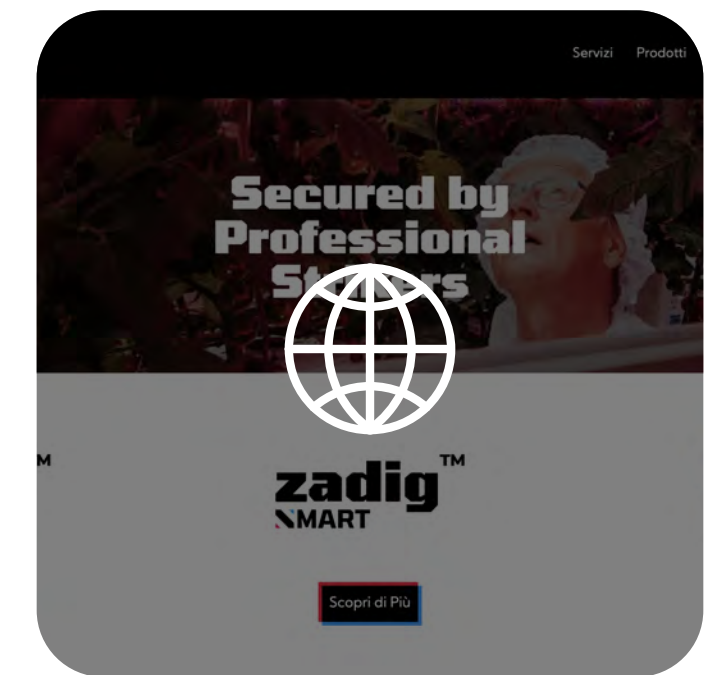
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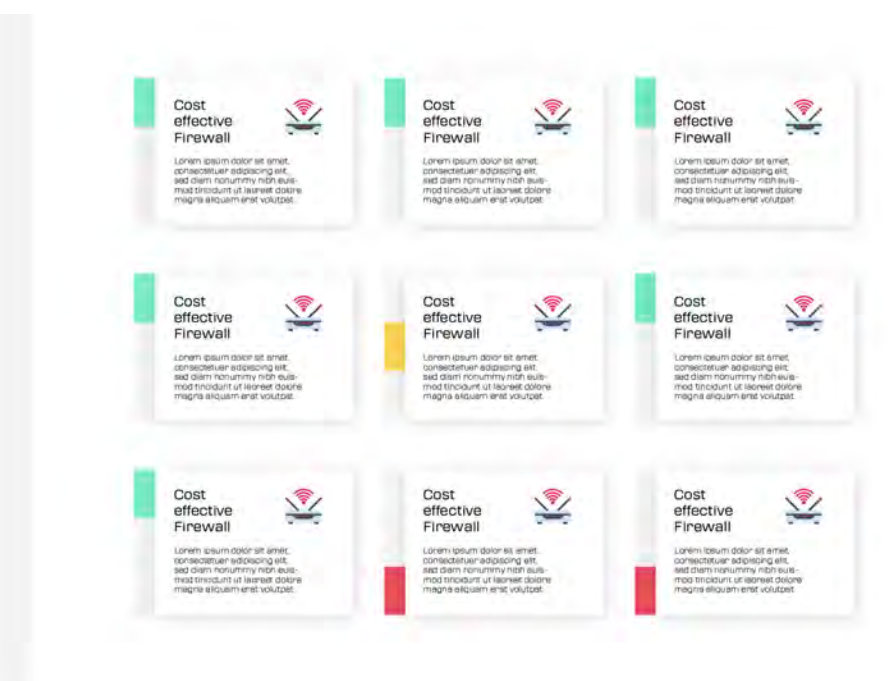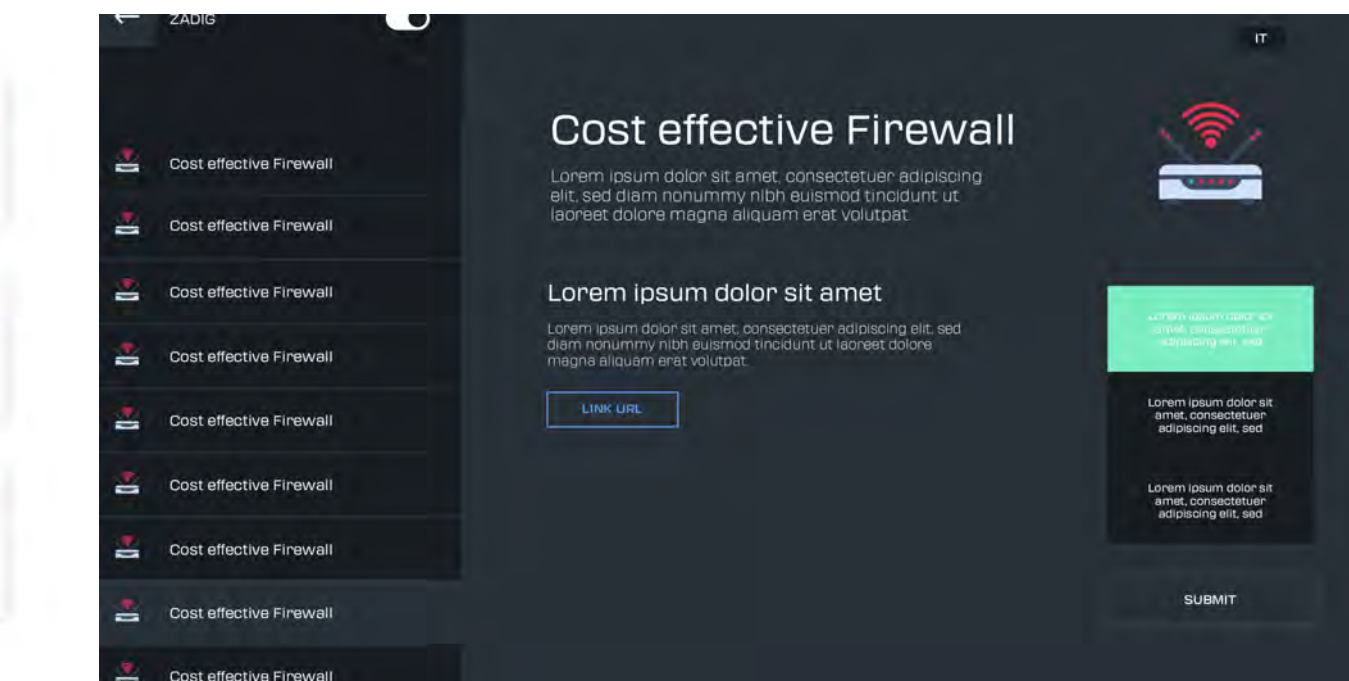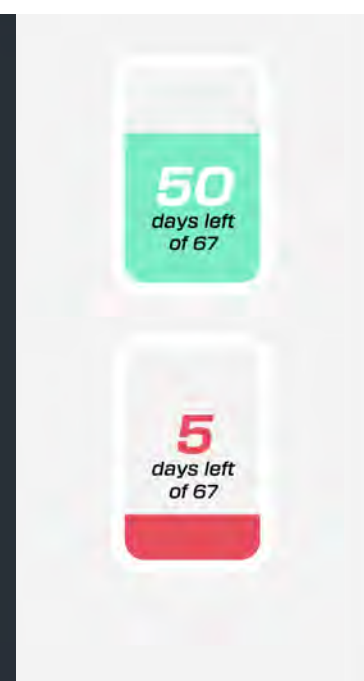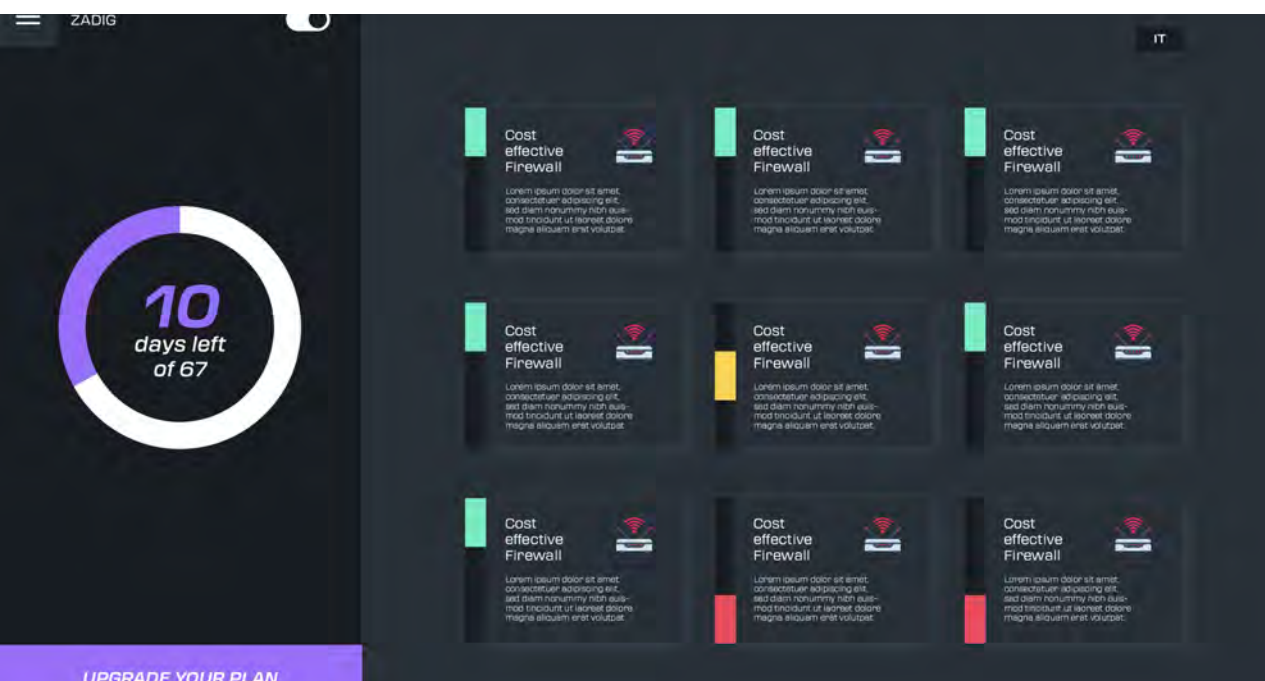
Wordpress Teacher

As an External Expert at ISIS Zenale and Butinone in Treviglio, Italy, I provided pivotal teaching support for the development of dynamic E-Portfolio websites. My role involved delivering comprehensive face-to-face lectures and offering detailed revisions to assist graduating students in harnessing the capabilities of WordPress CMS.

This initiative not only enhanced their digital presentation skills but also equipped them with essential tools to effectively showcase their academic and professional achievements in a competitive market outside of the secondary school.

Link

Fisioterapia Ambrosio

For physiotherapist Antonio Ambrosio, I developed a comprehensive website using WordPress, significantly enhancing his strategic approach to attract new clients. This project included a professional photo shoot and a complete overhaul of the website's visual identity, introducing a new logo and cohesive graphic elements to strengthen brand recognition.

The redesign focused on optimizing client conversion rates. Additionally, I did a targeted advertising campaign aimed at specific patient demographics sought by Dr. Ambrosio, effectively broadening his clientele base through strategic digital marketing efforts.
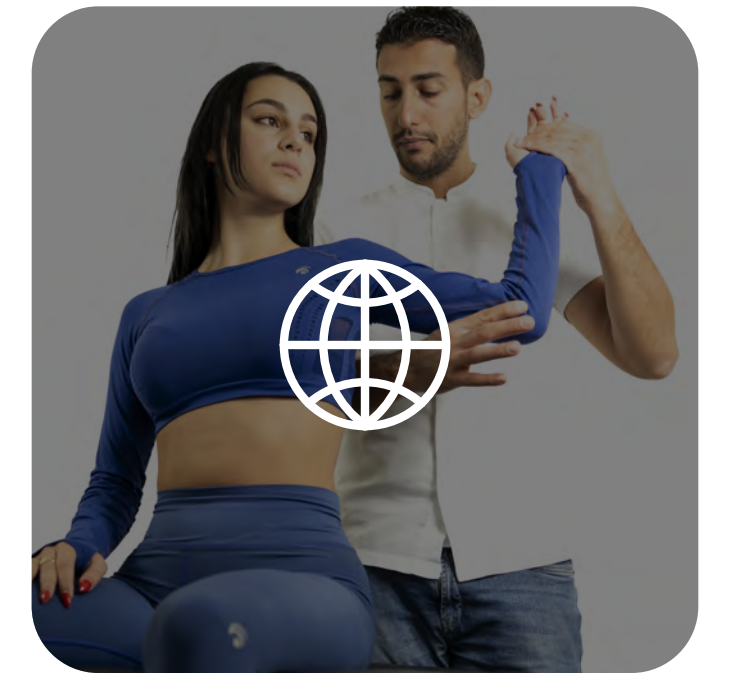
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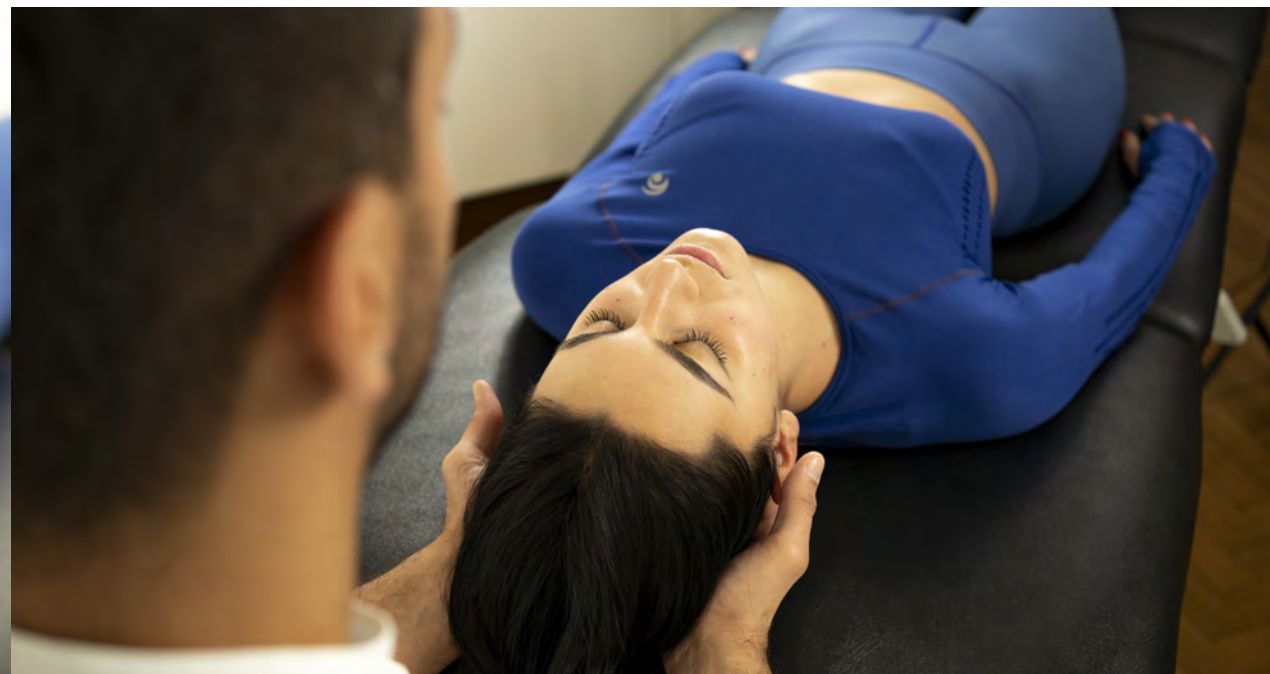
Representative Student

As the Representative Vice President of CPDS and a Council Member at the School of Design, Politecnico di Milano, I spearheaded the strategic overhaul of both physical and digital communication channels. My role involved meticulous data collection and analysis to inform the electoral program and campaign.

Collaborating closely with the presidency, secretariat, various associations, and student bodies, I led the design and execution of a comprehensive vademecum. This initiative was pivotal in enhancing student well-being on campus by improving informational accessibility and engagement across our educational community.

Vademecum

Matricole 2023-2024

Tutto ciò che avresti voluto sapere prima di iniziare il Politecnico

Link

Svoltastudenti

At Svoltastudenti, a Politecnico association, I did the strategic design and management of communication assets for three election campaigns. This role encompassed overseeing video production, photography, and website administration, enhancing campaign outreach and engagement.

My tenure with Svoltastudenti not only broadened my professional network but also deepened existing relationships, which continue to enrich my career. Additionally, I contributed creatively to various events by producing promotional videos and photographs that amplified visibility for subsequent activities. These experiences were instrumental in refining my skills as a designer and videographer, further establishing my reputation in the university community.
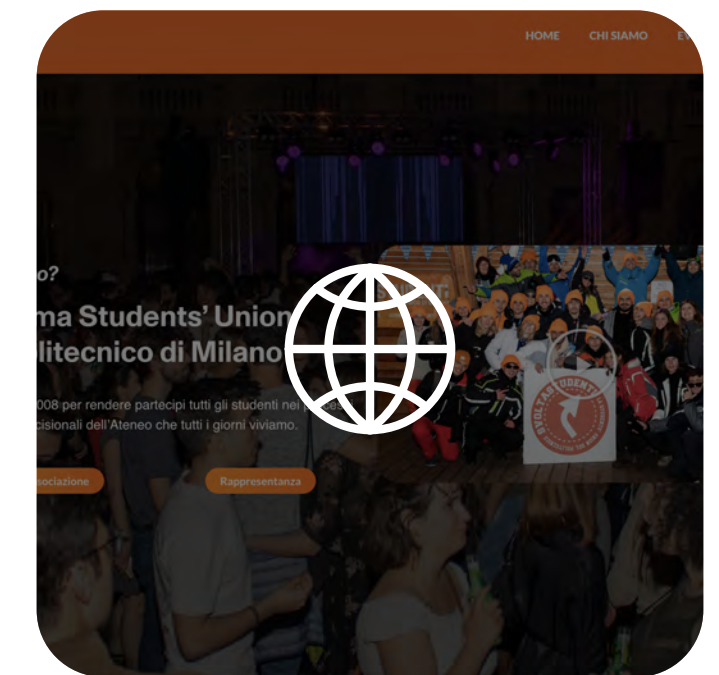
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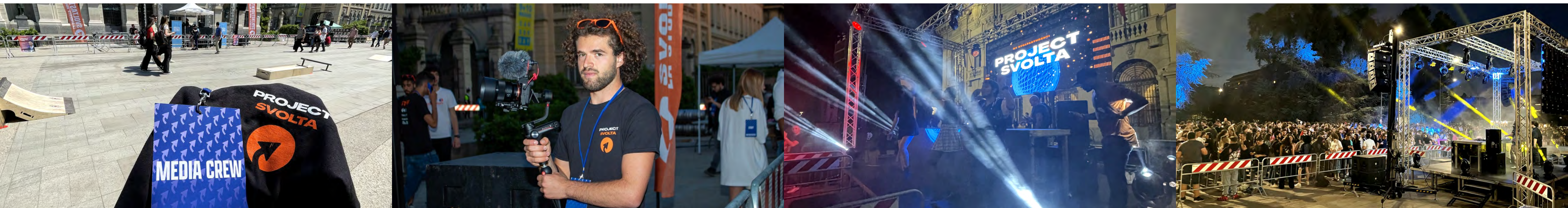
ITmakES

Amidst the COVID-19 lockdown, I was commissioned by Politecnico di Milano to create a video for the Italian Embassy in Spain. This project was part of a broader initiative led by Adi Museo and INTERNI, which engaged Spanish product designers. Esteemed figures such as Dean Zurlo and Gilda Boiardi oversaw our strategic design efforts.

Our challenge extended beyond production logistics; we meticulously developed guidelines to facilitate participants' contributions to the narrative, ensuring each submission aligned seamlessly with the overarching theme of innovation during adversity. This short movie represents the work of few months with a team of other three designers and filmmakers creating, editing and delivering the work of the two organizations combined.

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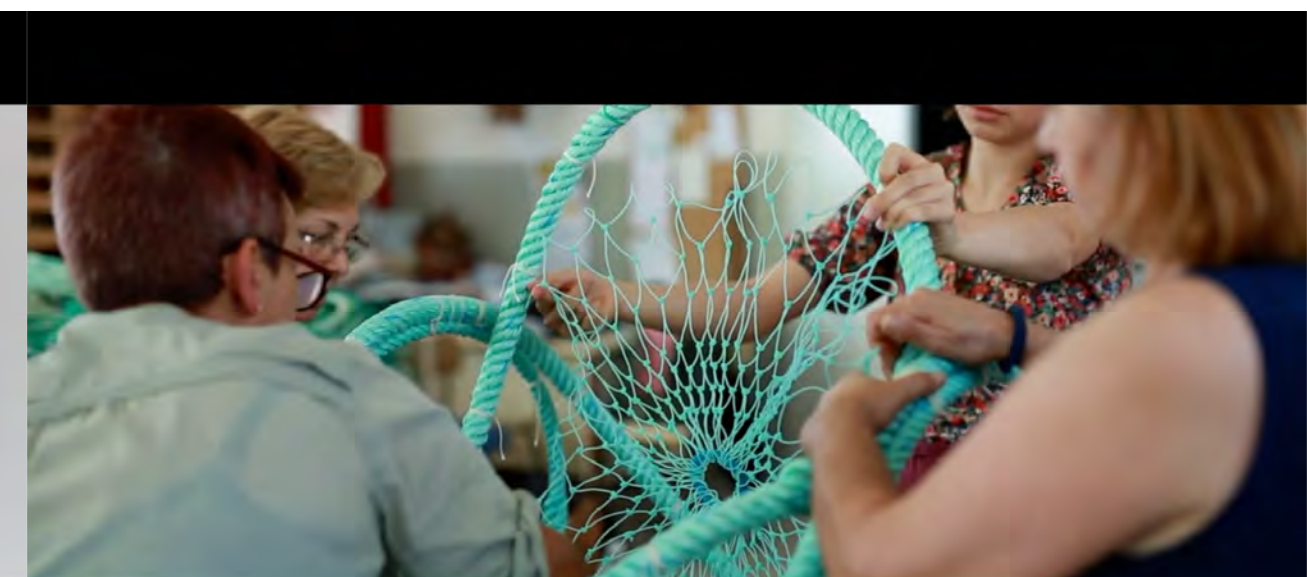
Lab Immagine

At Politecnico di Milano's "Lab Immagine", I undertook a comprehensive 150-hour engagement as a videomaker, where my responsibilities spanned from editing short video clips to crafting extensive motion graphics projects.

My role involved close collaboration with visiting professors, synthesizing detailed academic content into clear, visually engaging formats tailored to enhance educational delivery. Additionally, I contributed as a photographer and videomaker at the TechCamp, an initiative aimed at engaging high school students with technology. This experience honed my ability to convey complex information through multimedia, ensuring accessibility and stimulating interest across diverse audiences.

Link

DESIGN X DESIGNERS
CAMPUS BOVISA - POLITECNICO DI MILANO

PORTRAITS/
STILL LIFES

WORKSHOPS

Extracurricular

Curators

In the first semester of my master's program, I was selected for the "Curators Team" of the Innovation Studio course's annual exhibition. This role allowed me to spearhead the development of the event's graphic identity and manage content creation for sponsor engagements.

My responsibilities encompassed facilitating brainstorming sessions for concept ideation, executing photoshoots and video productions, and overseeing their editing for social media campaigns. Additionally, I led external collaborations by engaging with companies to secure sponsorship and logistical support for the event. Alongside a peer, I co-designed the exhibition's website, showcasing our course portfolio through proficient use of HTML, CSS, and JavaScript.

Link

John Reed Trieste

Commissioned by Urban Colors agency, I undertook a video project in Trieste for the grand opening of the prestigious John Reed gym. This innovative fitness hub, uniquely housed within a repurposed fascist-era bank, spans three floors and transforms into a nightclub post-sunset. To elevate its allure, 14 world-renowned graffiti artists were invited to adorn over 20 interior spaces with their artistry.

My role involved multiple trips to Trieste to conduct interviews with each arriving artist and create an after-movie that captured the transformative journey of this space. The culmination of this project was well-received, with John Reed featuring the after-movie on their social media platforms, enhancing both visibility and engagement.
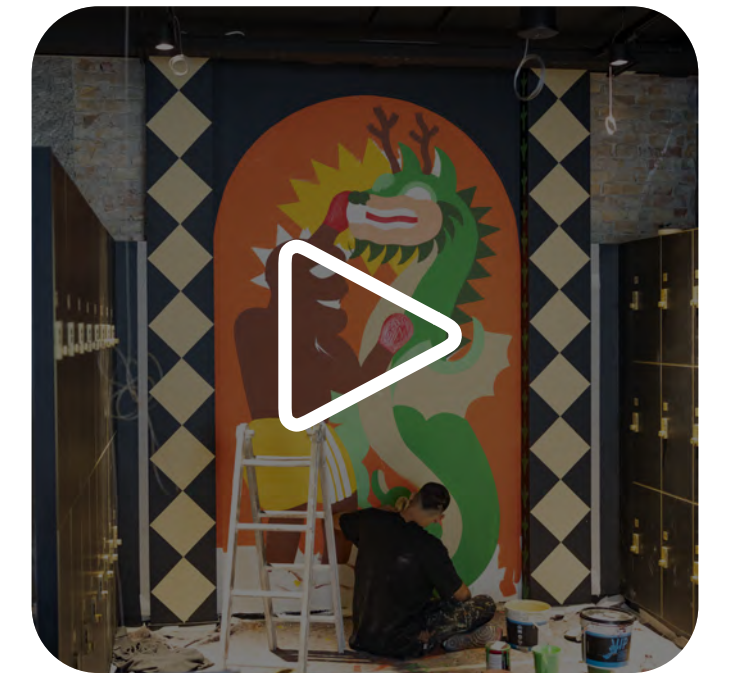
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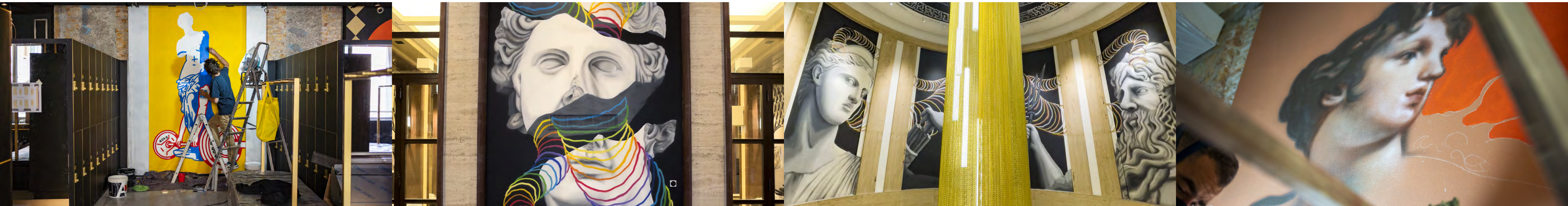
Pag aftermovie

In the summer of 2022, I was commissioned by "Viaggi Universitari" to serve as a videographer at Zrce Beach on Pag Island, Croatia, renowned for its vibrant nightlife and plethora of discos. My role involved crafting an after-movie and producing daily multimedia content to promote various events hosted by the agency throughout the week.

Navigating through large crowds and dynamic environments, I successfully captured the essence of the destination and events, creating compelling visual narratives. The final productions are now pivotal components for the company's 2023 marketing campaigns, enhancing their promotional strategies with engaging video content.

Link

Qatar Influencer Cup

In May 2022, I had the privilege of participating in the Influencer Cup in Qatar as a videographer, representing Italy alongside former Atalanta goalkeeper and YouTuber, Sergej. Throughout this week-long event, my role involved extensive content creation across various platforms including Instagram and YouTube, capturing the essence of Doha's rich culture, architecture, and stadiums.

This project not only enhanced my technical skills in video production but also provided a valuable platform for cross-cultural exchange. I engaged with numerous content creators globally, fostering a network that continues to be a resource for collaborative and cultural insights.

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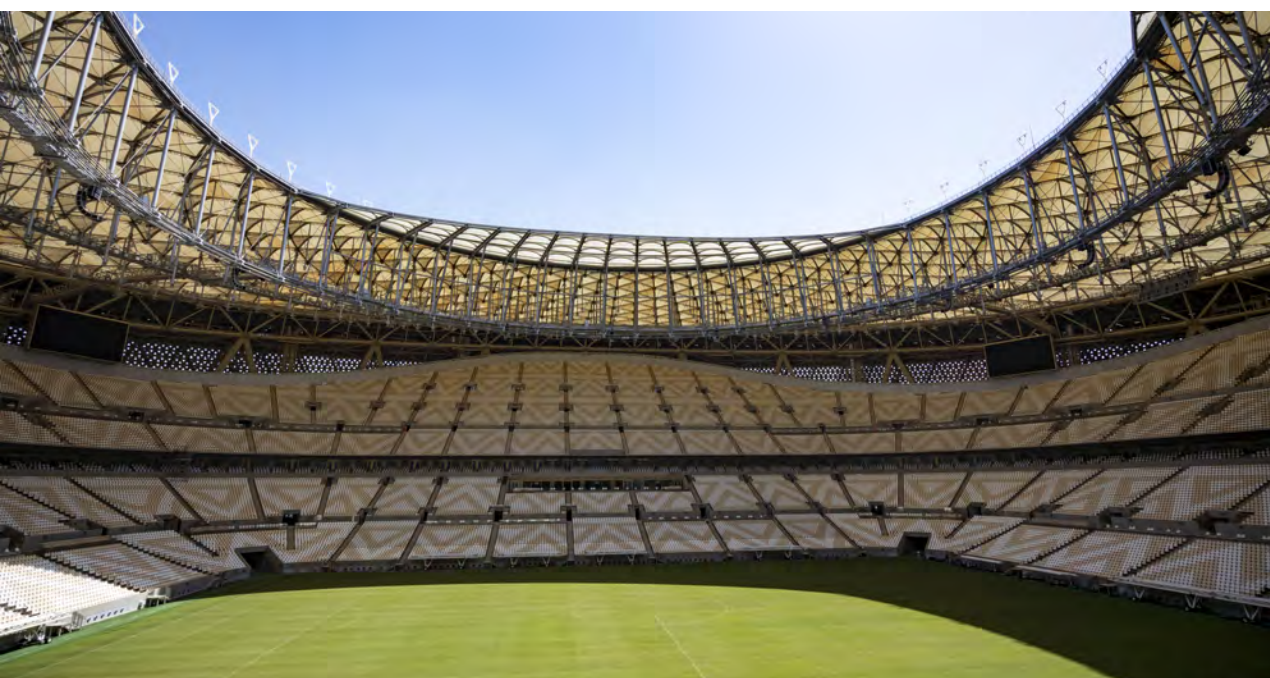
Wedding Photographer

In September 2022, I had the privilege of serving as a photographer at a wedding held in the historic Bruneck Castle. This role not only honed my photographic skills over the two-day event, covering both the official ceremony and the subsequent celebrations but also enhanced my ability to manage and interact with diverse groups of guests effectively.

The high-pressure environment underscored the importance of precision and timely execution, as capturing fleeting moments allowed no room for error. This experience has not only broadened my portfolio but also sparked further interest in this field, leading to additional engagements for future events.

Europeans 2021

In a high-profile collaboration, I partnered with renowned YouTuber ZW Jackson during the European Soccer Championships in Rome. This project, in association with Volkswagen and Onefootball, provided us the unique opportunity to experience and showcase the new ID4 electric vehicle by touring various Lazio stadiums.

My role involved extensive content creation across various platforms including Instagram and YouTube, capturing the essence of Rome, Lazio stadiums and Volkswagen car. This initiative not only enhanced my exposure to influential global brands but also enriched my professional journey by integrating filmmaking with dynamic marketing environments.
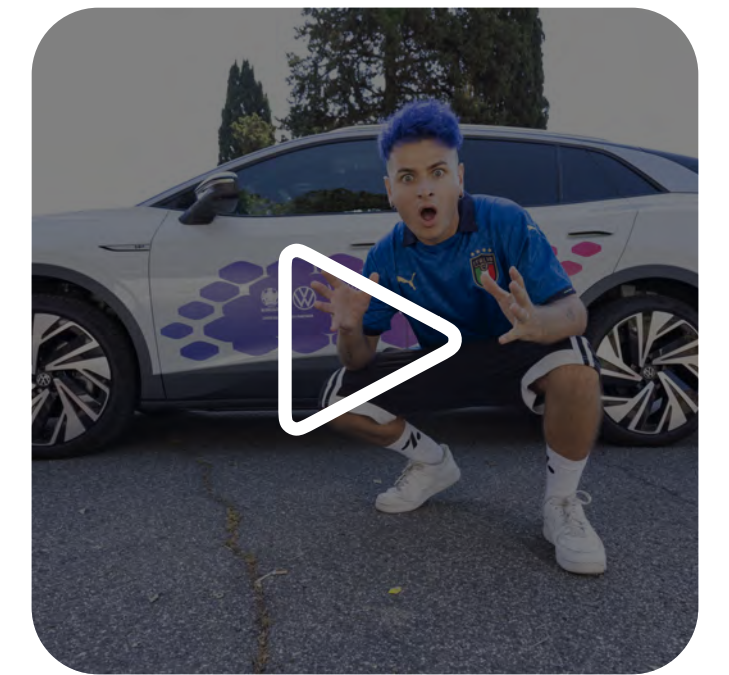
Link

Rockol Stories

At the outset of my career, following high school graduation, I got a position as a videographer with Rockol Italy, where I was integral to the creative team. During my tenure, we embarked on an innovative initiative known as "The Rockol Stories."

Collaborating closely with colleagues, I co-developed a versatile template designed for optimal content presentation across various social media platforms including YouTube and Facebook. This role not only enhanced my technical and design skills but also provided me with valuable insights into team dynamics and the operational workflows of a major creative enterprise from conception through to execution and dissemination.

Link

L'Orèal HaiR

In the "Strategy and Marketing" course at Politecnico di Milano, I participated in the 2024 L'Oréal Brandstorm, a prestigious global competition. Our project focused on integrating generative AI within L'Oréal's existing business model.

We conducted thorough desk research and data analysis, applying advanced strategy and marketing theories to design a viable AI solution that could enhance operational efficiencies and customer engagement for L'Oréal. This experience not only honed my strategic design skills but also deepened my understanding of how cutting-edge technology can be leveraged in real-world business applications.

Link

SNAP Roche

In the "Design Thinking for Business" course, our team partnered with Roche, a leading Swiss pharmaceutical company, to innovate non-pharmacological solutions for Alzheimer's care. Guided by the innovation of meaning framework within design thinking methodologies, we translated theoretical concepts into practical applications.

Our project centered on developing a comprehensive 360-degree service model themed around photography, designed to naturally stimulate essential brain activities in patients. This approach was directly informed by insights gained from extensive interviews and field research, highlighting its potential to make a meaningful impact in the lives of those affected by Alzheimer's.

Link

SNAP DIARY

FROM...

I want a solution that helps me reduce the negative impact Alzheimer's has caused in my family and my life.

Because I love to live my life like I was living normally before I got the disease.

TO...

I want a solution that makes me and my family embrace the disease as a new beginning.

Because I love to enjoy and appreciate every moment to the fullest.
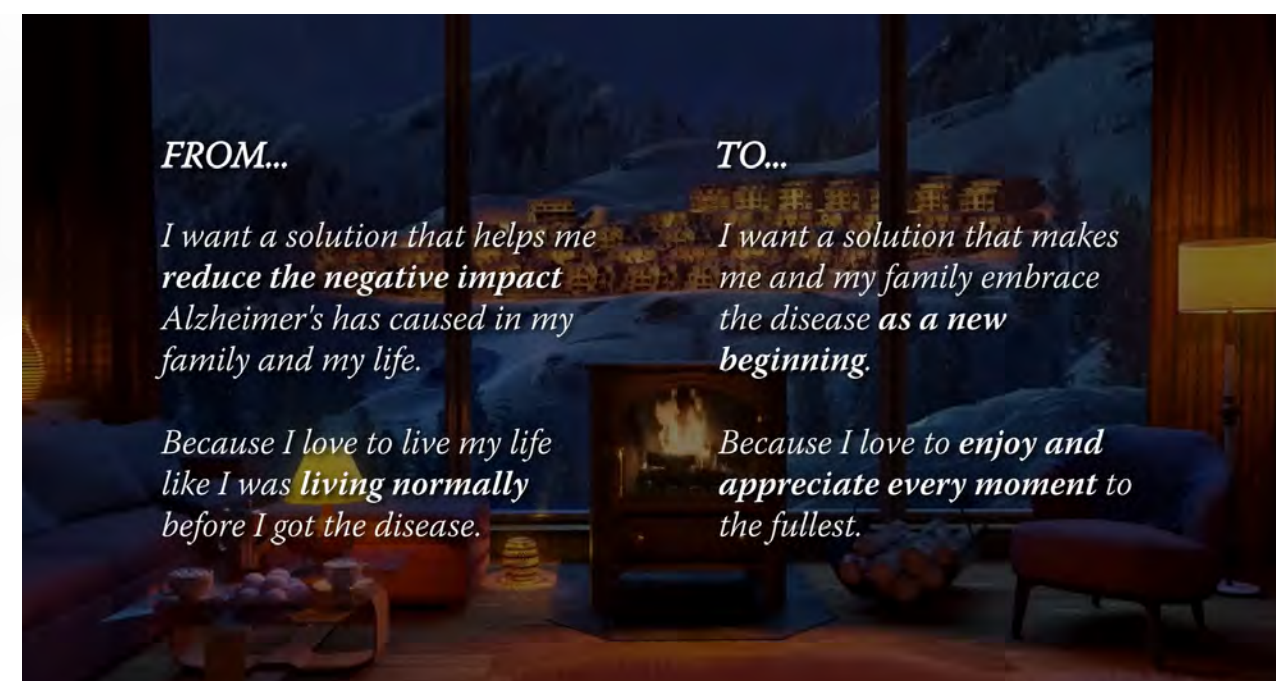
Why Roche

- One of the **biggest established pharmaceutical companies** globally
- A **strong network of stakeholders** in the medical industry consisting of pharmacies, doctors and Healthcare Facilities
- A **multi-component approach** including **non-pharmacological treatments** as a complement to pharmacological ones
- Affirmed healthcare **brand capable of creating valuable partnerships** to develop such a technological photo-related product (e.g., Polaroid)
- A solution with a strong **patient-centric view** that leverages attention to the **social aspect** would **strengthen the brand value**

Future directions

Roche may have the opportunity to introduce changes to further improve the current offer. Possible directions of development include:

- **Collection and analysis of data** - also **qualitative** ones - based on the patient's ability to recognise the pictures shown and related information as a **new method of studying disease progression** for the caring doctor and/or psychologist;
- Possibility of **up-selling the SNAP book**, creating different types to covering multiple topics;
- Develop a **community among SNAP users** to improve therapeutic emotional activities through group engagement.

Atelier Moleskine

In the Strategic Innovation course, I had the privilege of developing a comprehensive long-term entry strategy for Moleskine into a new business area. This project involved direct consultations with Arrigo Berni, the CEO of Moleskine, culminating in presenting our strategic proposal to him.

The course was structured into a theoretical segment followed by an intensive one-month practical phase. During this phase, we immersed ourselves in the organizational context of Moleskine to tailor a strategy that aligned with its core objectives and addressed potential challenges. This initiative not only demonstrated our ability to craft actionable long-term strategies but also showcased our capacity to engage effectively with C-level executives, ensuring alignment with corporate vision and operational realities.
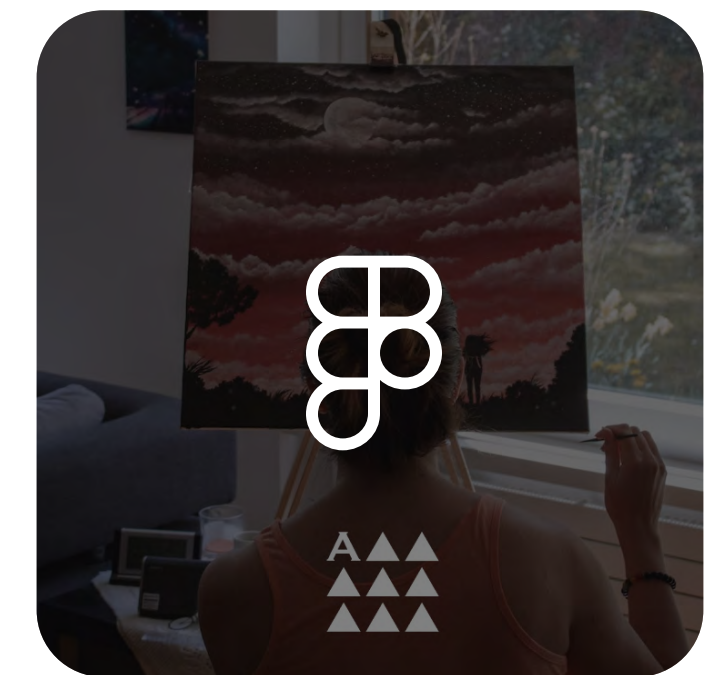
Link

Project timeline

Moleskine creators

Business model canvas

Exemplar solution...

Meetverse Schindler

In the "Leadership and Innovation" course, our team engaged with a project brief from Schindler, a global leader in mobility technology. Tasked with integrating advanced technologies like NFTs and the Metaverse into elevator usage, we embarked on comprehensive market research to grasp the technological potential fully.

Employing the design thinking approach, we focused on 'meaning innovation' to enhance not just the functionality but also the user's experience and engagement with elevators. We validated our concepts through robust management frameworks, assessing feasibility and implementation timelines. This project highlighted our ability to innovate within existing infrastructures using the latest technology.

Link

SDG7 Intencity

In the Vision and Change course, we delved into future forecasting up to the year 2050, focusing on potential developments and our roles as catalysts for change. The course involved creating diverse future scenarios, each group aligning with a specific Sustainable Development Goal (SDG) set by the United Nations in 2015 to address global challenges such as poverty, environmental protection, and peace.

Our group concentrated on the SDG related to energy. We employed scenario building coupled with abductive and design thinking methodologies to innovate and reshape future perspectives. This approach not only provided fresh insights but also enriched our individual portfolios with visionary concepts for driving sustainable change.

Link

Eden

In the "Visualization and Prototyping" course, our team developed "Eden," a visionary technology conceptualized as a benevolent counterpart to the dystopian devices featured in Black Mirror. Eden is designed to assist users in overcoming past traumas and enhancing mental well-being by facilitating a journey towards reconciliation with one's history.

Utilizing virtual reality, we crafted an immersive prototype that simulates this therapeutic process, enabling us to gather profound insights into user experiences and emotional engagement. The project culminated in a demonstrative video that narrates the transformative experience of a user, thereby effectively showcasing Eden's potential impact on future mental health practices.

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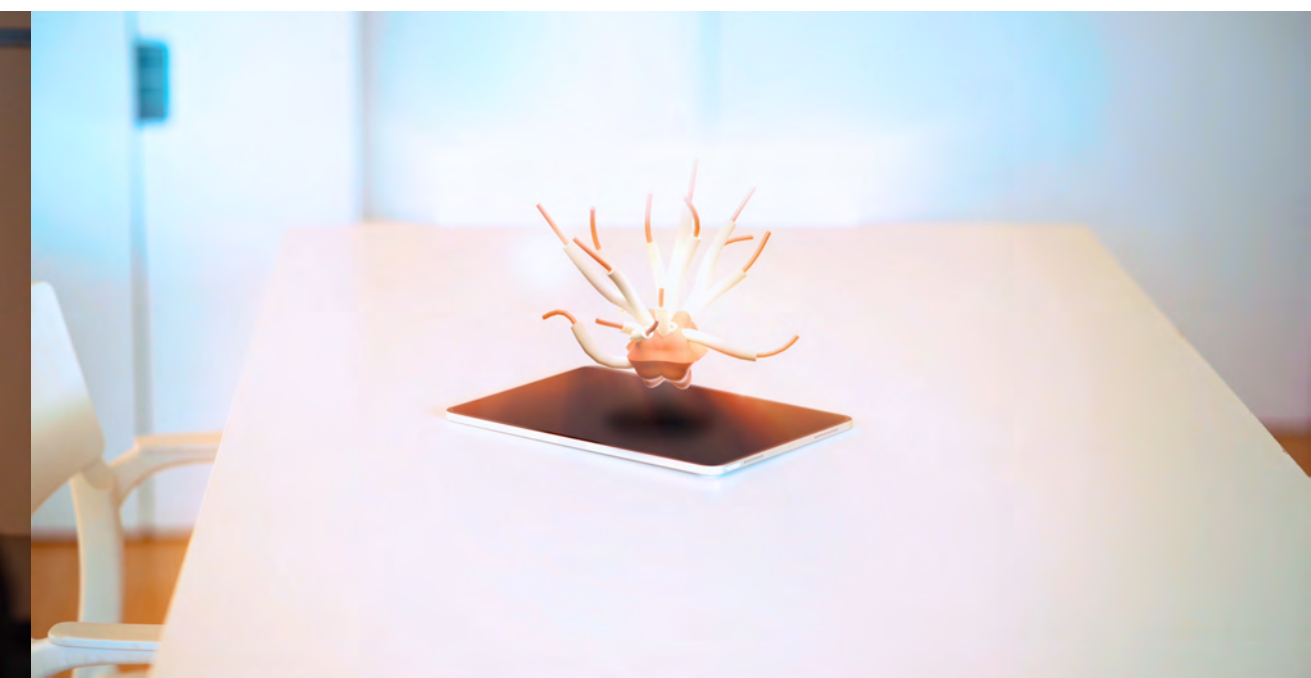
Onda

In the "PSSD Studio" laboratory, our team did a project to revitalize the Piazzale Selinunte area in Milan's San Siro district. This initiative aimed to transform a previously underutilized and perceived unsafe space into a vibrant community hub. Through comprehensive emotional mapping and extensive community engagement, we identified a profound need for inclusive activities that promote safety and unity.

Leveraging strategic design principles, we reimagined the area as a center for design-led activities. This not only fostered cooperation among residents but also equipped them with valuable skills, enhancing their employability and ability to apply these competencies in future endeavors. This project exemplifies how thoughtful design can catalyze social cohesion and economic opportunity.

Link

SAN SIRO 2025

Il parlar figurato

In the last year of my Communication Design degree, I undertook the synthesis course that focused on creating a visually enhanced edition of "Il Parlar Figurato" by Bice Mortara Garavelli—a seminal work in Italian grammar and linguistics. This project involved not only graphic design but also deep conceptualization and synthesis to transform the original text into an accessible visual book.

My contributions included sophisticated visual editing, the integration of illustrative elements, and meticulous layout redesigns aimed at improving reader comprehension and engagement with the linguistic content. This endeavor exemplified my ability to merge textual depth with visual clarity, enhancing both understanding and aesthetic appeal.
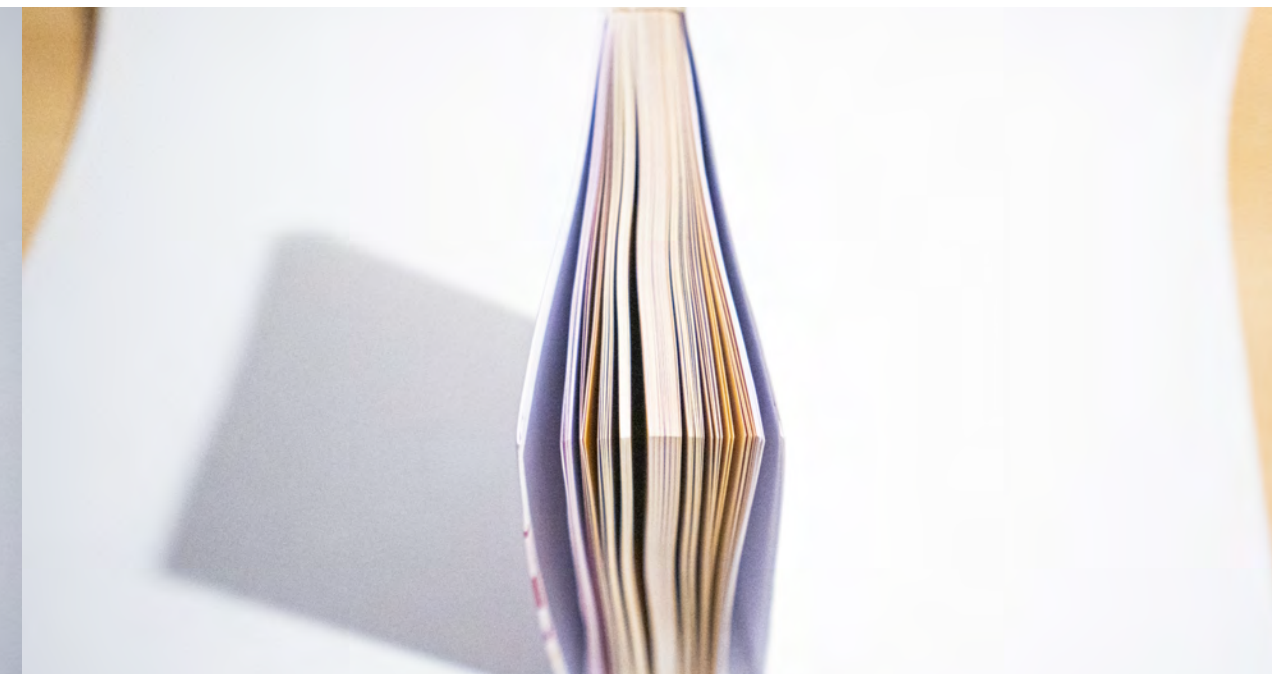
Ariel font

In the Typography course, I designed a unique typeface, drawing inspiration from the medieval Romanesque styles exemplified by Unger's Alverata and Wolpe's Albertus. My design, named Ariel, integrates sharp yet sinuous contours reminiscent of mermaid tails, blending robust historical influences with whimsical modernity. The development process involved meticulous sketching that echoed traditional Roman-Latin scripts, progressively refined through multiple stylistic iterations until achieving a harmonious digital form.

Utilizing Glyphs 3 software enabled the comprehensive creation of the Latin alphabet, encompassing all European characters for versatile application in both print and digital media. This typeface marries theoretical depth with practical utility, suitable for diverse graphic and literary contexts.

Ariel è una font che si presta sia per titolazioni sia per testi.

Presenta un occhio molto grande e le forme morbide tondeggianti rimandano a un immaginario fantastico, fiabesco.

La font si ispira inizialmente a caratteri romanico medievali come l'Alverata, per poi caratterizzarsi attraverso grazie appuntite e taglienti allo stesso tempo levigate come la coda di una sirena; da qui nasce il nome Ariel.

È sempre dal medioevo che le sirene vengono rappresentate con la parte inferiore di pesce, e questa caratteristica tipografica, oltre a un valore metaforico, una predilezione d'uso per libri di narrativa e

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ijklhmnrft
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Alle Sirene presso tu giungere devi anzitutto, che tutti quanti gli uomini incantan che giungono ad esse.

Chi s'avvicina a loro, mal cauto, ed ascolta la voce delle Sirene, quello non mai la sua sposa ed i figli più lo vedranno tornare, diletto mai più non ne avranno; ma le Sirene, incanto gli fan con le limpide voci, sedute sopra un prato. D'intorno c'è d'ossa un gran mucchio, d'uomini putrescenti, di scheletri e pelli aggrinzite. Oltre tu passa; e ti rammollir della cera soave, e dei compagni riempi le orecchie, che alcuno non oda.

Alle Sirene presso tu giungere devi anzitutto, che tutti quanti gli uomini incantan che giungono ad esse.

Chi s'avvicina a loro, mal cauto, ed ascolta la voce delle Sirene, quello non mai la sua sposa ed i figli più lo vedranno tornare.

clv

Mira Lanza

In the "Metaprogetto" course, our objective was to rejuvenate the historical brand Mira Lanza, renowned for its iconic Calimero. We embarked on an extensive exploration of the brand's legacy, analyzing its past achievements and reasons for decline. Through this rigorous study, we distilled and revitalized Mira Lanza's core values, reintroducing them to modern consumers via strategic communicative artifacts.

This revitalization was encapsulated in a meticulously crafted brand book that narrated the evolution of its identity and ethos. Additionally, we developed a compelling multimedia brand video that effectively conveyed the brand's emotional resonance and a B2B magazine platform that facilitated targeted industry communication through thoughtful editorial content.

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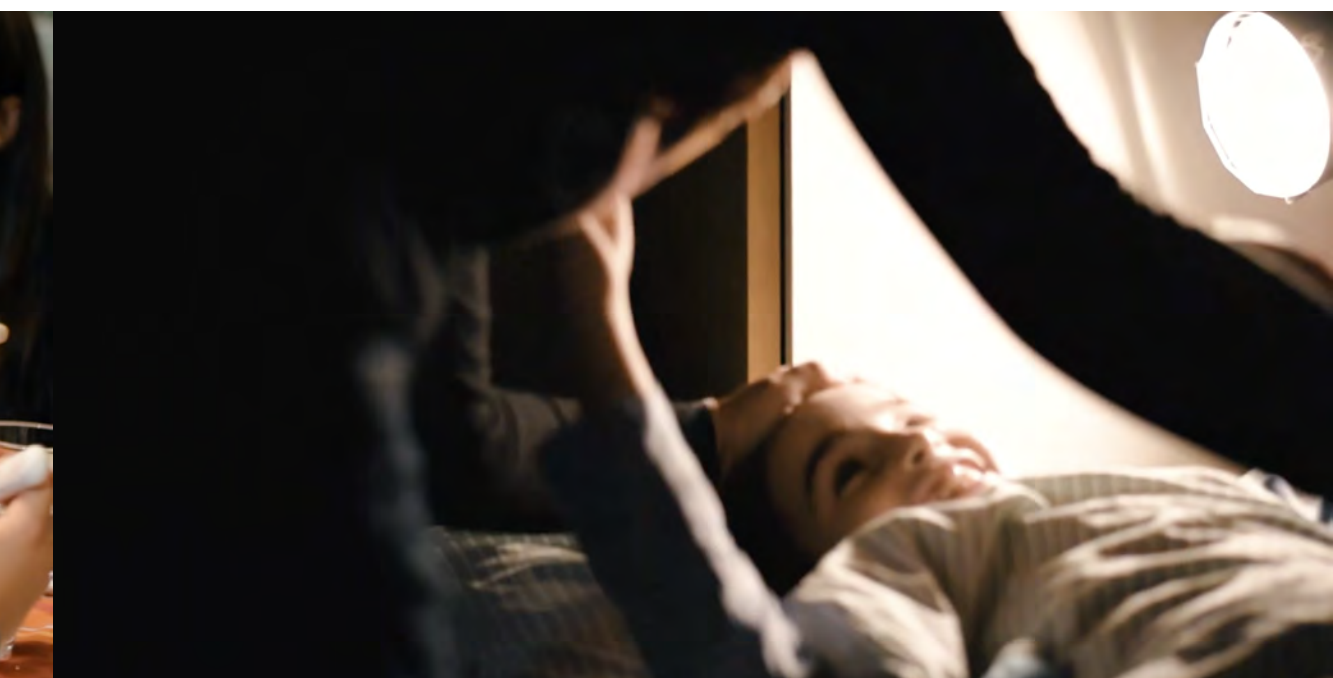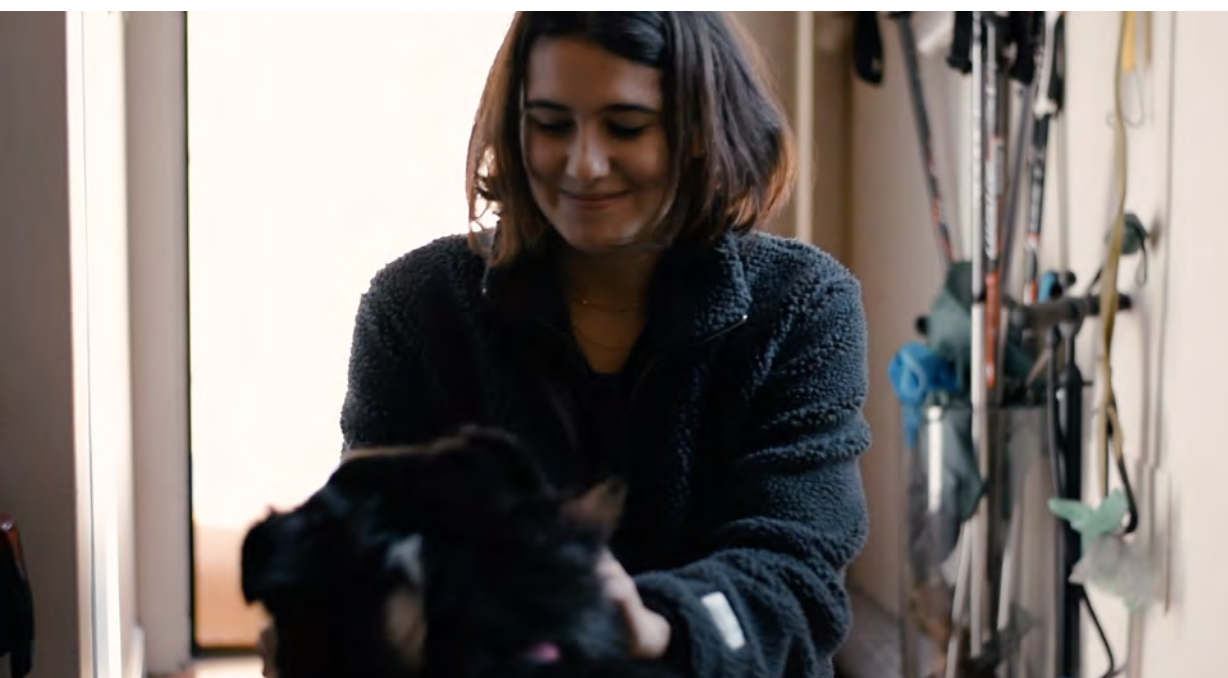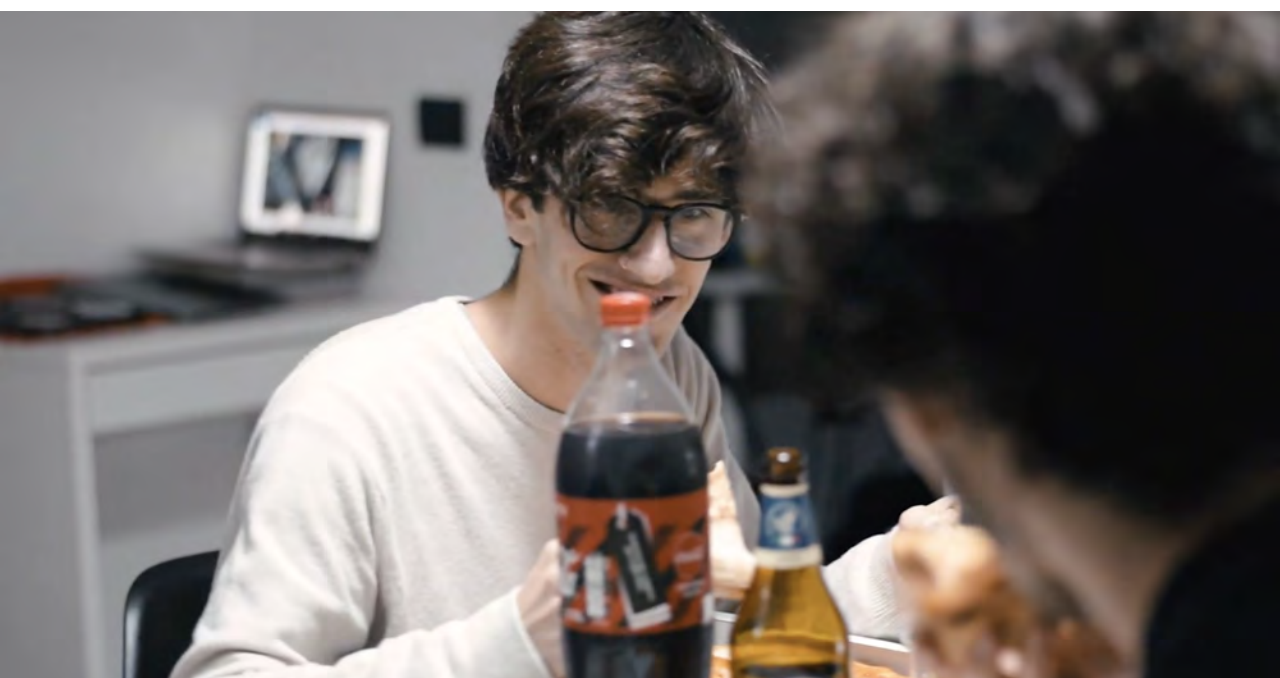
Pinocchio

In this project, our team conceptualized and developed a video game based on the alternate ending of Carlo Collodi's classic fairy tale, Pinocchio. The narrative unfolds with the Magic Fairy striving to save a dystopian world from an evil Pinocchio, influenced by the nefarious Cat and Fox. This endeavor was brought to life using Phaser.js for coding, complemented by sophisticated visual assets created in Adobe Photoshop, Blender, and 3DS Max Autodesk.

We integrated artistic direction with complex gameplay mechanics, underpinned by an extensive theoretical study of game dynamics to ensure a cohesive and engaging player experience. This project exemplifies our capability to blend creative design with videogames and coding.


Link

Nella bolla

In the "Laboratorio di Comunicazione Visiva" our team embarked on an evocative exploration of alienation through the narrative of "guests." We crafted a poignant storyline around Joe Pesci, a metaphorical and literal "fish out of water." This character's journey illustrated his struggle with routine and inability to connect in an unwelcoming world, culminating in a profound sense of isolation.

Our collaborative effort resulted in a meticulously animated short film. Utilizing a suite of Adobe tools including Animate, Photoshop, and After Effects, each team member contributed to a detailed, frame-by-frame animation that brought our compelling vision to life.
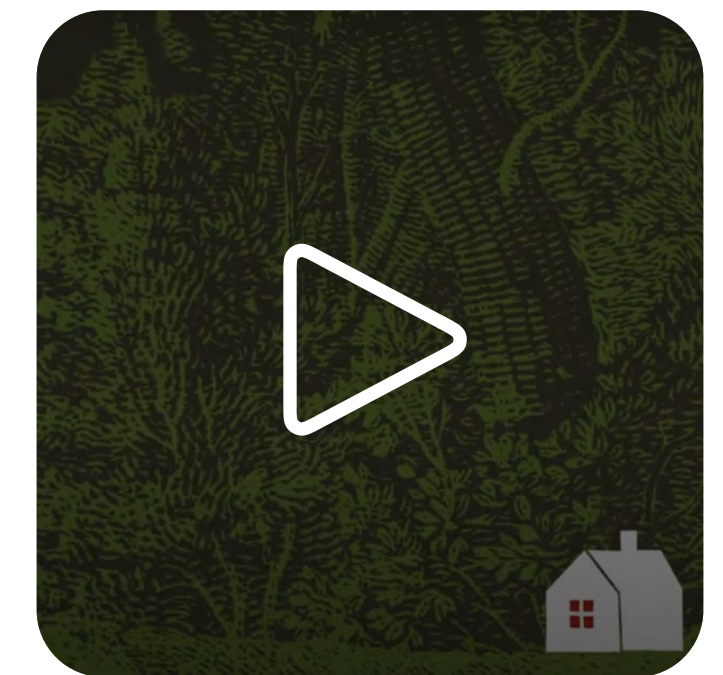

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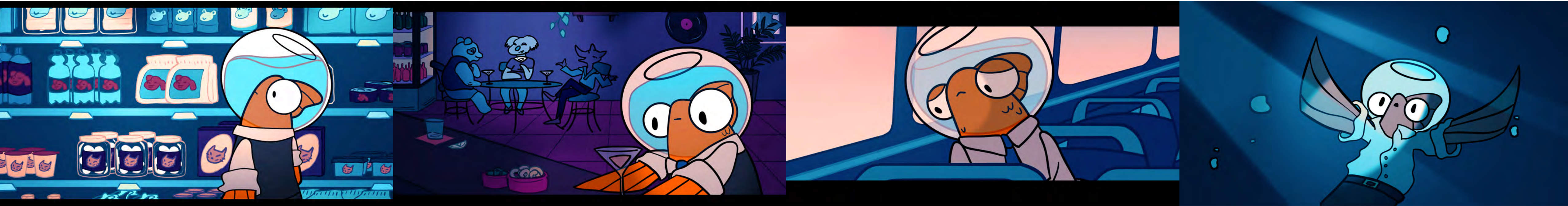
Henri va a Parigi

In the "Fondamenti del Progetto" course I spearheaded the creation of an animated video trailer based on a children's storybook illustrated by Saul Bass and authored by Leonore Klein. This project involved a meticulous analysis and synthesis of the book's content, focusing on layout, graphic-compositional elements, and optimizing illustrations for enhanced readability targeted at young audiences.

Utilizing Adobe Illustrator, I skillfully traced vector images from the original artwork, which were then animated in a simulated 3D space using Adobe After Effects. This project involved not only graphic design but also deep conceptualization and synthesis to transform the original illustration into an animations and sounds.
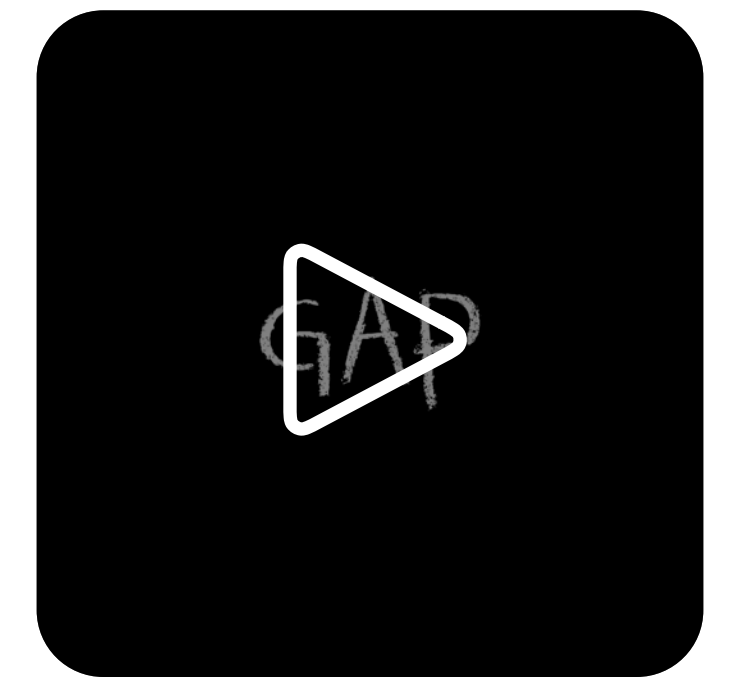
Link

Bachelor Degree

Gap

In the first year of my Bachelor's program, I created a short film for the "Drawing Laboratory" course, centered around the thematic element of a bicycle. Inspired by Pirandello's narrative technique in "Il treno ha fischiato," our film explores a protagonist's journey into a parallel dimension triggered by the sound of a bicycle bell. This auditory cue serves as a metaphor for navigating life's challenges amidst urban chaos.

The production process involved a storyboard development, traditional frame-by-frame animation, and editing using Adobe After Effects to simulate 3D camera movements. The final piece was enhanced with a designed soundtrack that accentuated the depicted scenarios, demonstrating my capability to blend artistic vision with animation and sound design.

Link
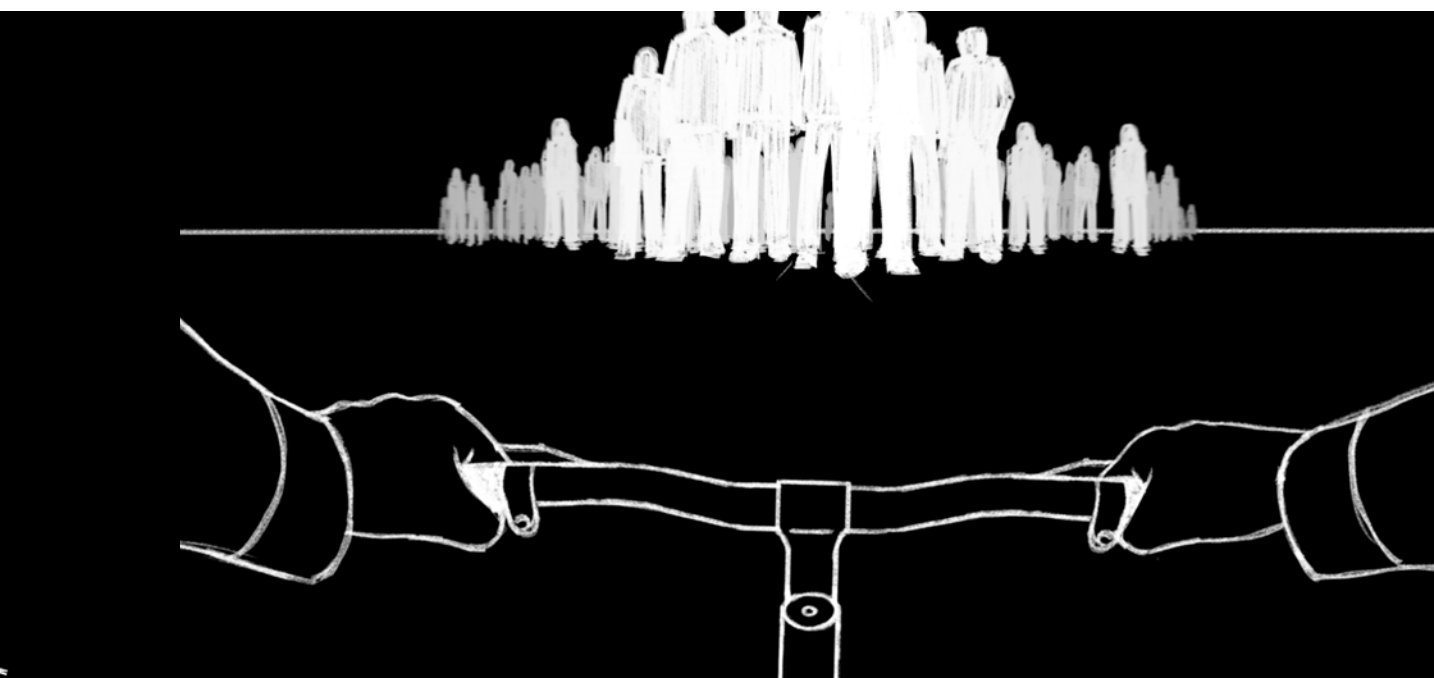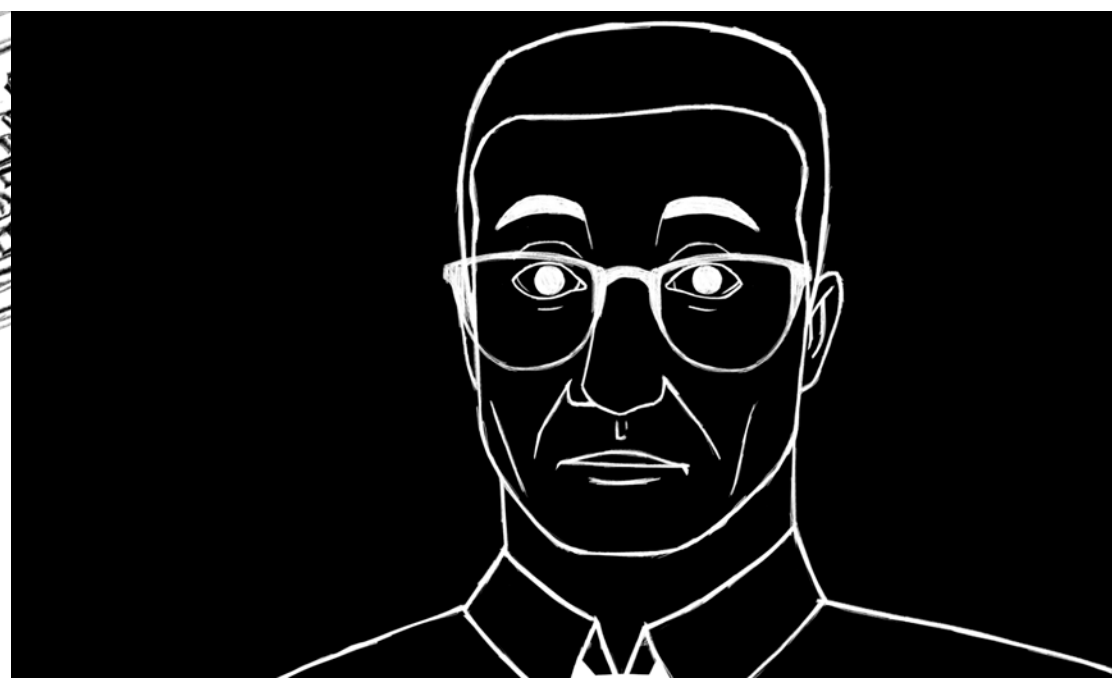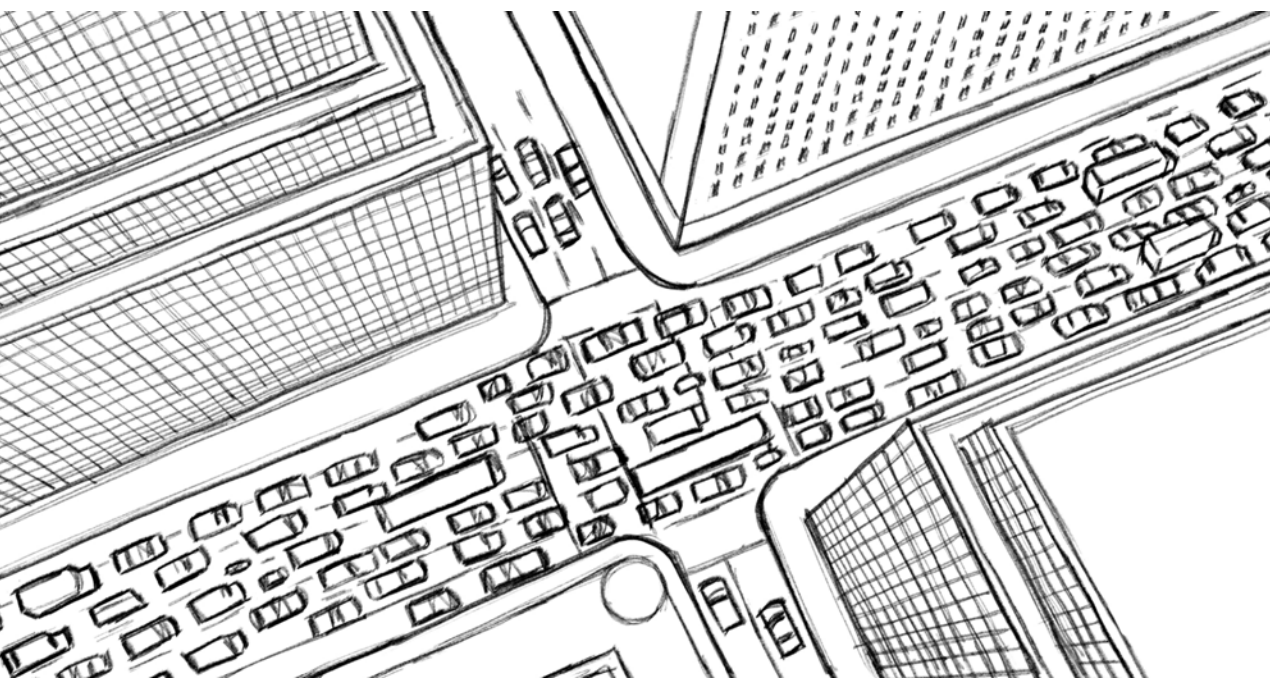
# Vita Alpina

In the CORTAlp 2023 competition, jointly organized by CAI Milano and Politecnico di Milano, our short film "Vita Alpina" received a Special Mention. The narrative delves into the life of Carla Pauletto, an elderly woman living solitarily in a picturesque Alpine village. Through this film, we aimed to encapsulate her enduring spirit and rich life experiences, underscoring her deep bond with the breathtaking Alpine scenery and her integral role within the community.

This project not only illuminates local culture but also champions sustainable living practices in these delicate ecosystems. The film was a collaborative achievement alongside Gianluca Zoni and Giovanni Malausa, supported by CAI Sezione Milano & Centro di Cinematografia e Cineteca CAI.
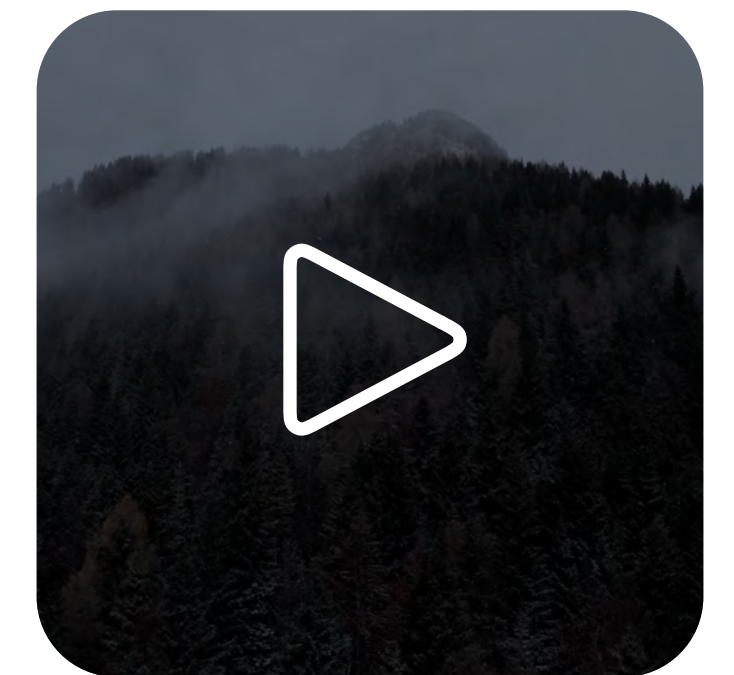
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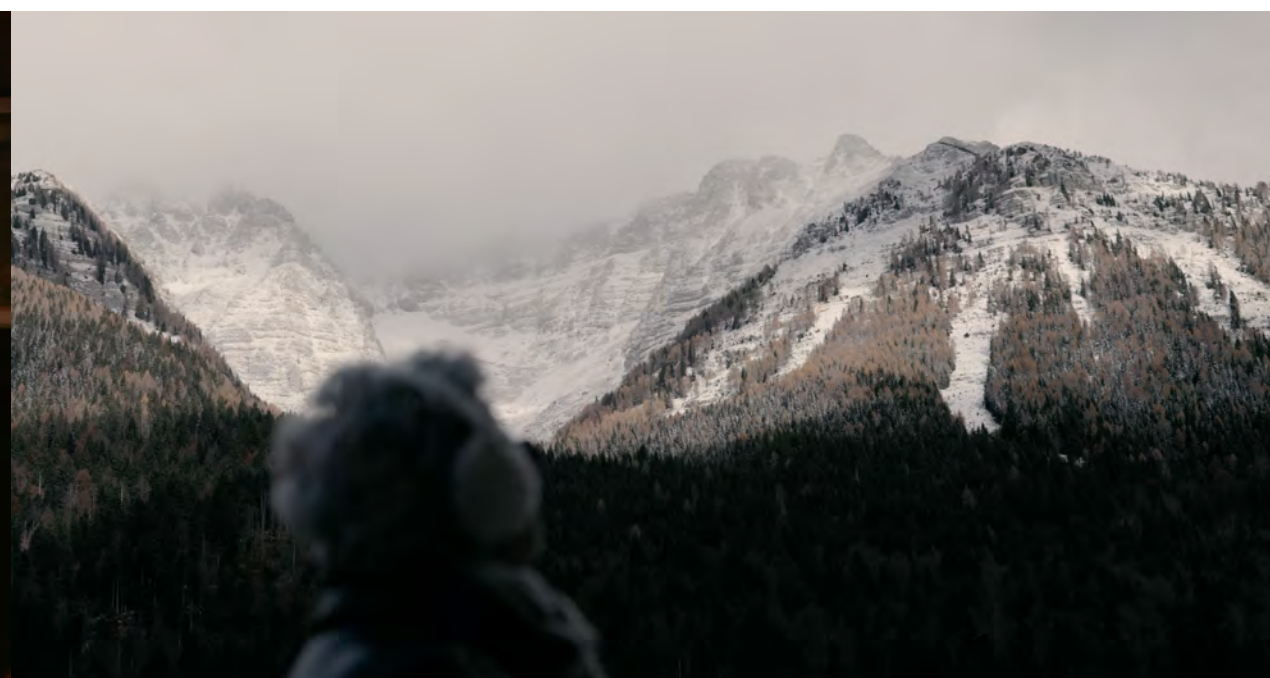
Orme

"Orme," our short film, emerged as a Special Mention winner at the CORTAlp Contest 2023, an initiative by the Italian Alpine Club (CAI) of Milan and Politecnico di Milano. Co-created with Gianluca Zoni and Giovanni Malausa and distributed by Centro di Cinematografia e Cineteca CAI, the narrative unfolds during a young man named Giovanni's moving day.

Amidst this transition, he stumbles upon a letter and several photographs left by his recently deceased father. Through these artifacts, his father shares his profound love for the mountains, hoping to instill the same passion in his son through the powerful imagery captured in the photos. This project not only showcases storytelling but also emphasizes emotional connection through visual legacy.
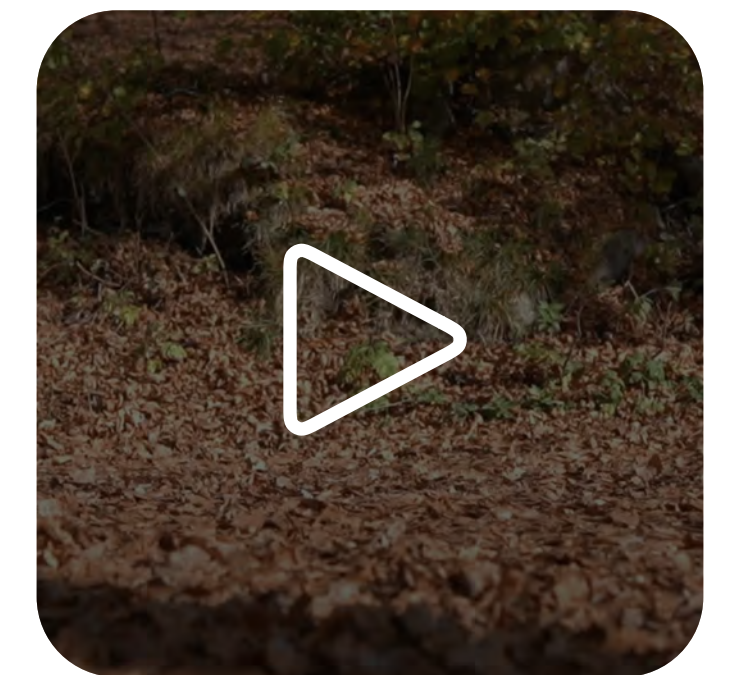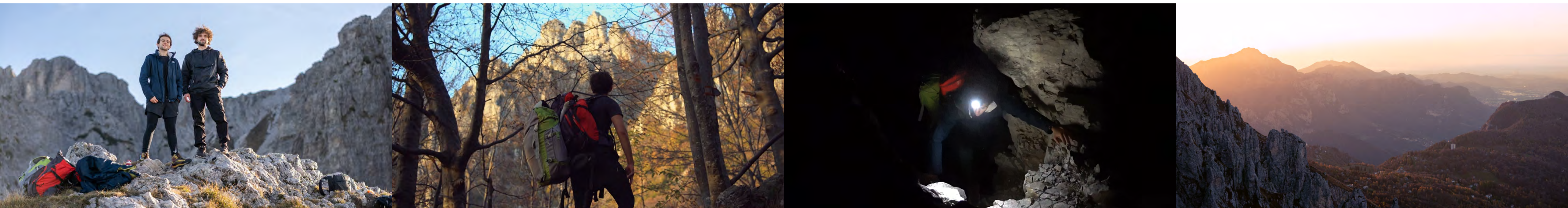

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La vetta

In collaboration with Gianluca Zoni, I participated in the CORTAlp Contest 2022 at Politecnico di Milano, sponsored by Club Alpino Italiano, where we crafted a short film themed around mountain exploration. Our project depicted the profound, introspective journey of an individual ascending a mountain from sunset to nightfall, culminating in a visually stunning revelation at dawn.

We managed all facets of production—storyboarding, filming, editing, and sound design—integrating drone technology for enhanced aerial shots. The video was preceded by a meticulous storyboard, which set out the exact structure and planning for shooting and editing.

Link

End

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