

# HELLO!

Life for me is a journey, a continuous discovery of people, new places and myself. I love exploring the world, meeting people from different walks of life, and capturing it through photography, writing, video and daily learnings.

Dynamic, determined and creative, I am continuously searching for the essence of things, envisioning a connected world within humanity, with authenticity. Passionate about social innovation and development of communication strategies, I've been working for more than 5 years designing cross-channel experiences, with a holistic, playful and human-centered approach for business innovation and social impact. Now, more than ever, I want to use this magical approach to develop better solutions to social problems. Ready to open the doors to change.

## ANNA BALDASSARRE



### WORK EXPERIENCE

#### PROJECT DEFY - India (Bangalore)

##### Design Strategist - HCD

August 2018 - December 2018

- Use of a large number of design methods and tools.
- Creativity & problem solving;
- Manage projects from inspiration to implementation;
- Understand the experience, situation and emotion of person who I am working for: observe, engage, watch and listen;
- Community Building; bringing people together and help them collaborate and co-create;
- Workshop Design and facilitation to empower children and to help the community to develop solutions for local problems;
- Final Report of the process/results and a Toolkit to conduct co-design activities with children, young people and women in the community.

#### SADHANA FOREST - India (Auroville)

##### Program Manager - Children's Land

May 2018 - July 2018 (Volunteering)

- Children's Land is based on the philosophy and values of child-led learning, a project/place in which children learn about sustainable living, conservation, and the appreciation of nature through the values of "unschooling".

#### AMRITA SERVE - India (Amritapuri)

##### Design Thinking - Human Centred Designer

April 2018 - May 2018

- Help Amrita SeRve, a program through which the Mata Amritanandamayi Math (MAM) selected 101 villages to with the goal of making them self-reliant;
- Design and conduct a workshop (team of 15 people) to introduce them to Design Thinking, Human centred Design Approach to solving a wide range of complex problems.

#### H-FARM

##### Design Strategist - Consultant

November 2017 - Today

- Part of the Culture Innovation division, working in an integrated way and focused on corporate tools and mindset to innovate both performances and the working environment of existing Companies;
- Handling a qualitative research;
- Helping organizations to make their own story a pure thrilling beauty;
- Understanding client and users's needs and partnering with them to co-create innovative solutions.

#### LA SCUOLA OPEN SOURCE - Italy

##### Design Thinking - Human Centred Design

July 2017

- Research and Co-design for a new model of education and new solutions that can be adopted by Schools and by independent cultural centers;
- Define and use HCD & Design Thinking tools.



### PERSONAL INFORMATION

Date of birth: 23/10/1987

Nationality: Italian

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thewayofwanderlust.com



/anna-baldassarre

#### ZUCCHETTI- Italy

##### Service Designer - Design Strategist (Team Leader)

July 2016 - April 2017

- The development of products and services using a methodology that focuses on the needs and experiences of the customer;
- Design and development of services and digital strategies, mainly for Social Innovation project;
- Designing, development and facilitation of workshops and creative sessions;
- Design Research, problem solving, prototyping
- Presentation development, proposal writing, presenting work to client audiences;
- Team management (up to 8 people).

#### H-FARM - Italy

##### Design Strategist

December 2014 - July 2016

- Digital & Communication Strategy for international brands and project management with clients;
- Content Strategy & Storytelling;
- Coordination of content production;
- Human Centred Design & Design Thinking, selecting and applying principles and process;
- Workshop facilitation;
- Design & facilitate hackathon;
- Mentoring and support startups;
- Manage multiple projects/tasks of varying complexities and work under pressure, collaborating directly with client.

#### GALLISPORT - Switzerland | Italy

##### Marketing & Communication Strategist

February 2014 - December 2014

- Management and coordination of all the activities and levers of Design and Communication Strategy of the Gallisport Group; (Leading a Team of 6 people);
- Digital & Communication Strategy;
- Internal Communication and team management;
- Social Media & Content Strategy;
- Graphic Design Concept;
- Analysis & Report.

#### GO STATIONERY - UK (London)

##### Communication Strategist

October 2013 - February 2014

- Content Management;
- Social Media Management;
- Brand Identity & Pr;
- Research & Analysis - Benchmarking.

#### CERTIPASS - Italy

##### Marketing & Communication Strategist

February 2013 - June 2013 (Internship)

**Restaurant - Stella Maris**  
Marketing & Communication Strategist  
October 2011 - February 2012 (Internship)

**NATUZZI spa**  
Design Researcher & Cool hunter  
September 2009 - January 2010 (Internship)  
- Research;  
- Customers & Market Analysis;  
- Visual merchandising & Communication.



## EDUCATION

**AMANI INSTITUTE - India**  
Social Innovation Management  
Post-graduate International Course  
July 2018 - March 2019

**UNIPD, University of Padua - Italy**  
Master degree in Design and Strategy of Communication  
110 with honors  
September 2010 - December 2012

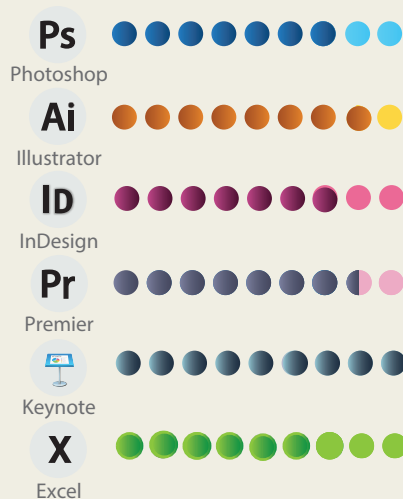
**UNIPD**  
Single courses - Bachelor's degree in Design of Communication  
May 2009 - September 2010

**UNIBO, University of Bologna - Italy**  
Bachelor's degree in Design, Cultures/Society and Fashion  
September 2006 - March 2009

**SCIENTIFIC LYCEUM L. da Vinci**  
September 2001 - July 2006



## COMPUTER SKILLS



## HOBBIES & INTERESTS



Travel & Explore



Photo & Video



Music Therapy  
& Self-Awareness



Research, Writing  
& Reading



Design



Adventure & Sport

**RENÈ OLIVIER PRODUCTION**  
Fashion Stylist

January 2008 - September 2009  
- Organization of events;  
- Collaboration with international photographers  
(Toscani, Rigon, Gastel, Fontana, Turello, Benedusi, etc).



## TRAINING & COURSES

**IASH INTERNATIONAL ACADEMY - India**  
Advanced Level Certificate of Sound Healing  
October 2018

**STUDIO TAURINORUM - Italy**  
Travel Film School -  
Social & Travel Documentary Filmmaker  
February 2018 - December 2018

**+ACUMEN - IDEO**  
Human Centred Design Course for Social Innovation  
October - November 2017

**LA SCUOLA OPEN SOURCE - Italy**  
Design of Process and Services  
January 2017

**INTERACTION DESIGN FOUNDATION**  
User Experience & Design Thinking  
October 2015 - 2017

**COLLEGE ENGLISH SCHOOL - London**  
- Business English  
- English Certificate (Advance)  
January 2014

**SYNTESIS srl - Italy**  
Graphic Design / Graphic Creative  
March 2011- June 2011



## LANGUAGE SKILLS



Italian  
Mother tongue



Spanish  
Intermediate



English  
Advanced