



Mauro Curcuruto

CEO @ smartwork srl

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Resume

+20 years of experience in design. Born and grew up in Sicily, I owe so much to my humanistic education: this attitude has become the fundamental part of my T-mindset, and always drive me in professional life as well as in personal relationships. I'm curious and full of doubts. Fine Arts-books-poetry-pun-&-good food lover, always leaving books half-read and half empty bottles of water all around the rooms of my house. Lover of the Parnassus muses, Sampei and the A-team, I started my career in 1997 in Taormina, as a web designer for the local Internet Provider.

In 2006 as a freelance I wrote the project for the website redesign the municipality of Taormina and other small ones. The project was focused on the city and people needs and I suggested some solutions to solve the digital divide using public library as touchpoint. The project was financed by POR 2000-2006 - Mis. 6.05 for +300K.

In 2009 I founded with some good guys Arthos, a coop / creative agency focused on Design. Here I strengthened my knowledge about Web Usability and accessibility, new web technologies and I have started learning UX design.

Here I worked with (and learned from) many Customers as:

- UE (as subcontractor of a FP7 project),
- CNR di Perugia
- Leasys SpA
- RCS Group,
- Teatro Stabile di Catania,
- Perroni & Morli Studio.

In 2016 I decided to certify my UX expertise by participating at the first UX design master in Milan at TAG Innovation School.

CEO of smartwork and I also work as freelance senior UX design consultant for other Agencies to support their design projects.

I like taking part as speaker or Mentor in Design and Innovation *glocal* events (i.e. WIAD, TAG events, Startup Weekend, University of Catania, IA Day) sharing my point of view and my knowledge about Design or talking about Experience Design, Innovation, Information Architecture, Gamestorming methodology, co-design activities etc.

Always trying to keep up with Human Centered Design, Design Thinking and other methodologies.

Expertise

- Webdesign
- Writing / Naming / Copywriting
- Information Architecture
- Strategic Design & Design Thinking
- Experience Design (UX/CX) & Service Design
- Business Design & Digital transformation

Work experience

- CEO & Head of Design at **smartwork srl** - May 2014 – September 2018 (4Y 4m)
- CEO & Head of Design at **Arthos** idee di rete March 2009 - August 2014 (5Y 6m)
- Independent Consultant 2001 – 2009 (8Y)

Education

TAG Innovation School - master UX design, UX design, 2016 – 2016 (3m, full time)