

University Projects



VALENTINA BEZZI

EXPERIENCE + INTERACTION DESIGNER

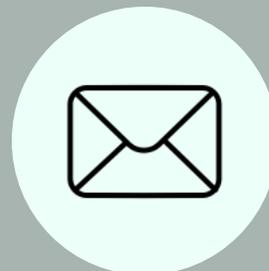
Bachelor of Arts
Interactive Media Design
Hochschule Darmstadt



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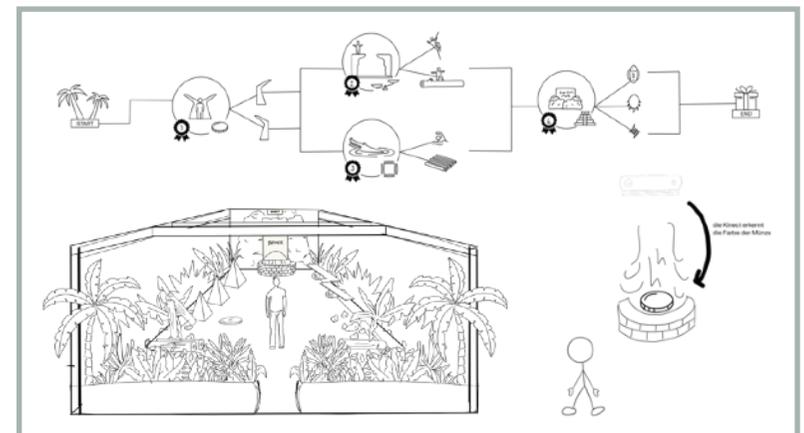
WAIMOKU

6th semester - main-project - 2018

Theme: Ambient Intelligence

We were asked to develop a project on ambient intelligence of our choice. We designed a game for teenager to help them to learn methods for taking decisions in life. The system is based on the concept of "learning by doing" and aims to teaching teenager, while playing, how to use different methods for different kinds of decisions.

MY INVOLVEMENTS: project managing, concept development, game development, UX, storyboards, logo design, EXPO concept, organisation and realisation, illustrations, trailer concept, storyboarding, film, editing and special effects.



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HONDA INTERNSHIP

5th semester - internship's semester - 2017-18

Internship: 6 months

During my internship at Honda R&D Europe, I grew as a designer and a person under many aspects. I learned how to cope with a big automobile industry, while being open in defining and discovering my role, always open to be flexible in the tasks I was given, while getting the chance to work on small projects in many different departments.

I enjoyed the challenge of working with a international industry, enriching myself of the multicultural environment and brainstorming in many languages.

After the internship I worked as a student until April 2019.

MY INVOLVEMENTS: HMI concept developments for better usability, storyboarding, logo design, digital communication, pitching UX talks, trailer developments and editing, design brainstorming and consulting with different departments.





HORUS

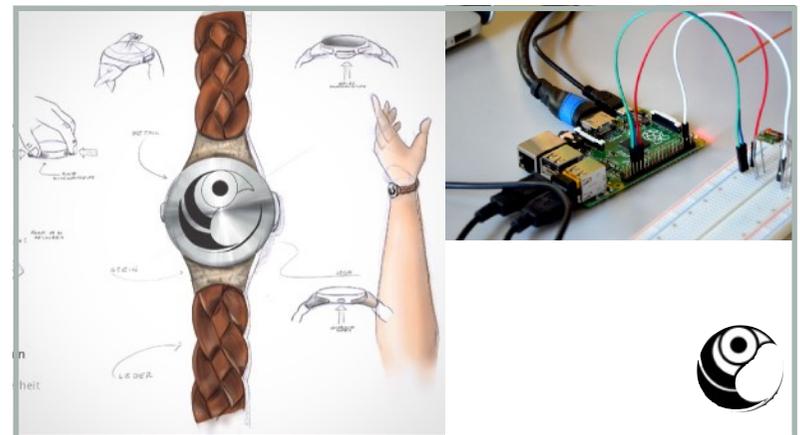
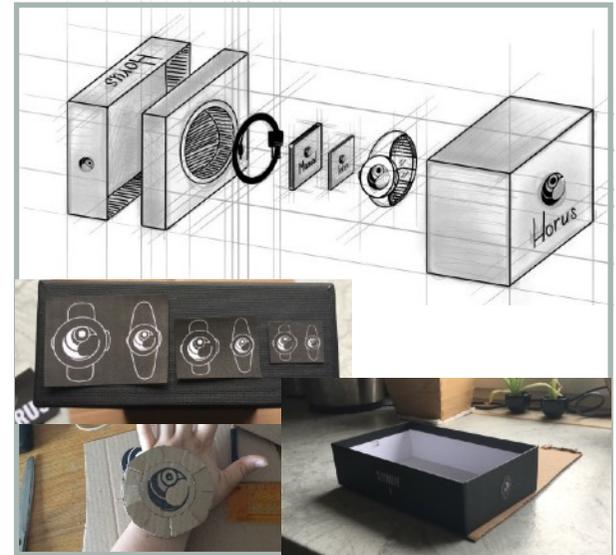
4th semester - main-project - 2017

Theme: Internet of Things

We were asked to design an IOT system of our choice.

We designed a system for women to guarantee them a safe way home, while being outside in the dark alone. The system is based on the teamwork of a network of guardians and "safe places" who surround the user and the user who has the control over it and can get security "to go" everywhere and anywhere he/she need it.

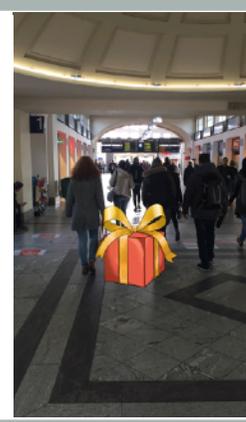
MY INVOLVEMENTS: Concept, UX, Storyboards, Bodystorming Organisation in the main train station of Frankfurt, Public Exhibition Organisation, Illustrations, Product Design, Marketing Strategy, Project Management.



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INTERACTIVE CAMPAING

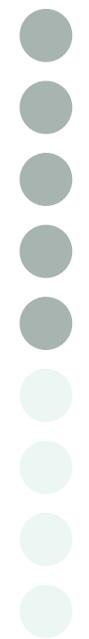
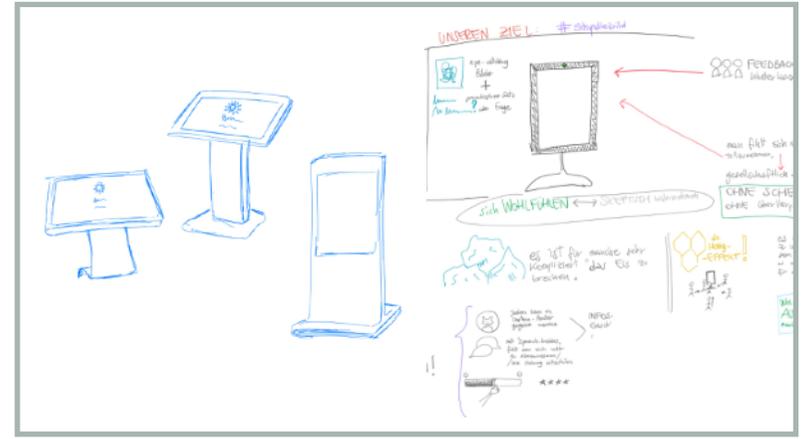
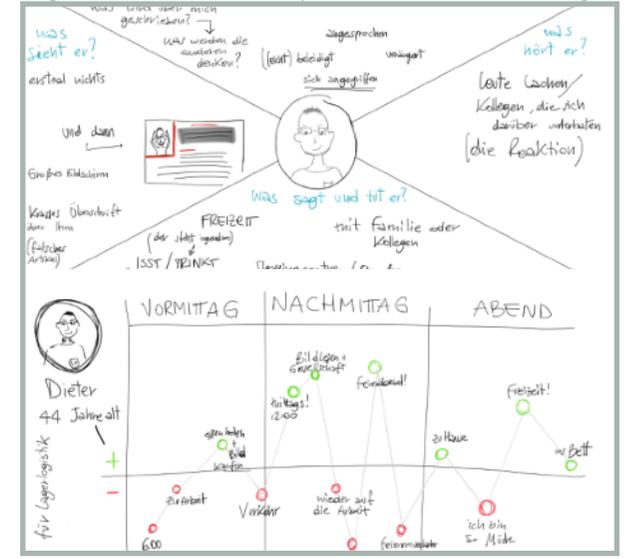
3rd semester - project - 2016-17

Theme: Interaction Design

We studied how some newspapers use headers and articles to get the attention of the public and how they "guide" or sometime "manipulate" the message they are trying to send.

We designed a public screen able to interact with the people, with the aim of letting them more aware of the strategy and real goals of some newspapers.

MY INVOLVEMENTS: Concept, UX, Storyboards, Mock-up Design, Pitch Layouting.





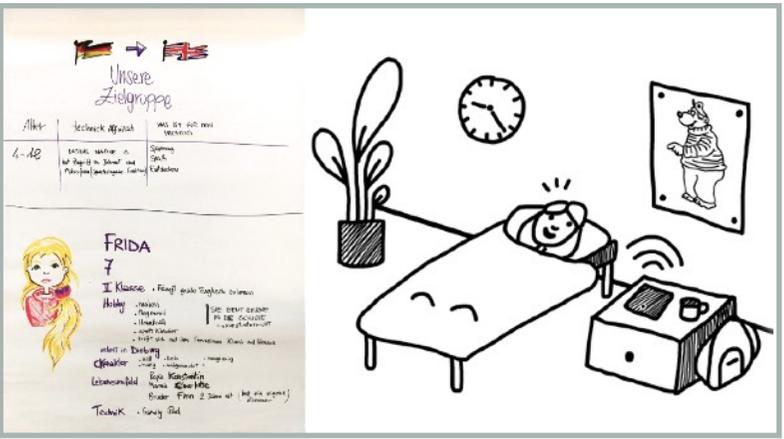
HÖRSPIEL

3rd semester - project - 2016-17

Theme: Conversational Bot Interfaces

We were asked to design a conversational bot interface of our choice. We designed a System for kids from 5 to 12 for practicing English language listening, speaking and comprehending while being at home, experiencing it as a game. The Idea was a conversational interface that the kid could use while lying in bed, who could read him/her a bed-time-story in english. The kid could interact with the interface answering questions to complete the story or help the character in it. The Teacher could then work with the family and the kid by unlocking stories as he/she finished the matching chapter in his/her lessons.

MY INVOLVEMENTS: Concept, UX, Mockup (in a actual "sound-studio"), Sound Editing.





HYD.ro

2nd semester - main-project - 2016

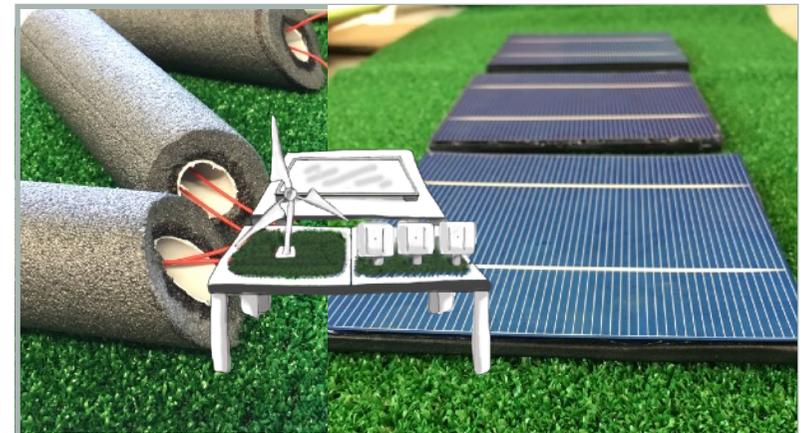
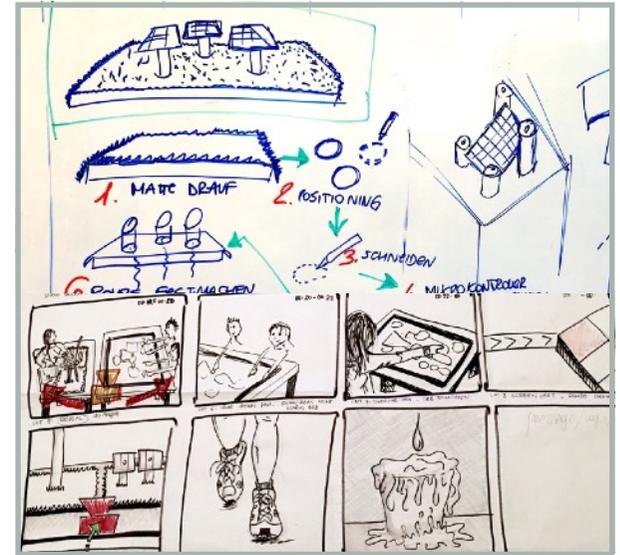
Theme: Simulation

We were asked to project a simulation about hydrogen: its pros and cons and its possible future in our world and life.

With our project "HYD.ro" we wanted to make people understand the importance of the development of the energy in green one.

People could actually "role-play" the role of "green energy", creating actual energy with their body and so change the status of a whole city.

MY INVOLVEMENTS: Concept, UX, User Interface Design, Prototyping, Storyboards, Trailer, Editing, Audio Editing, Class-Diagram for the programming in Unity.



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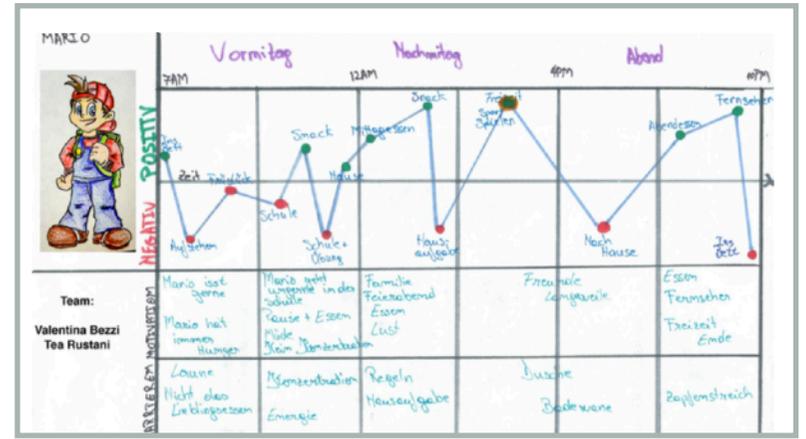
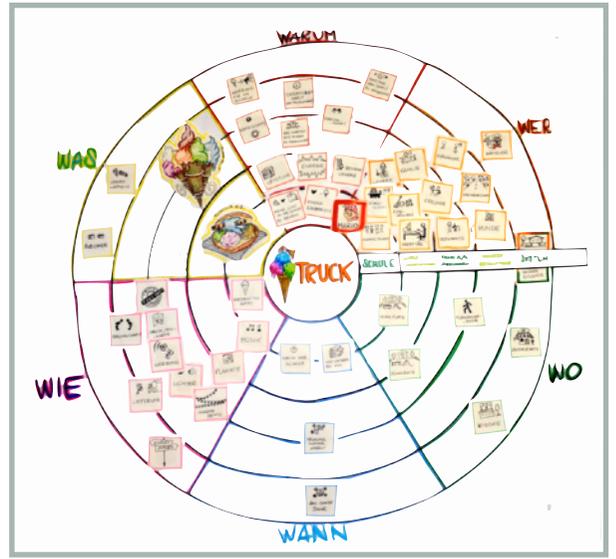
FOOD TRUCK

1st semester - main-project - 2015-16

Theme: service as a product

We designed a "Food-Truck" system for kids to be able to get a snack in the school brake in a smart and productive way. The kids were given a bracelet with whom they could order and pay for their favourite snack. In this way we wanted to make out of the snack time an education experience for their life.

MY INVOLVEMENTS: Concept, System Analysis, UX, Explanatory Video Planning, Illustrations, Video Editing.



watch the video

