

Alexandra Deschamps-Sonsino

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Work Experience

- July 2007- ongoing **Tinker.it! limited**
CEO
Founding partner of technology and design consultancy based in London and Milan.
<http://www.tinker.it>
- July 2007- ongoing **Blyk – Shift6 group**
Programme manager and workshop facilitator
Gathering strategic insight into perception and usage of Blyk by it's target audience.
<http://www.blyk.co.uk>
- July 2006-May 2007 **Blast Radius Europe**
Web2.0 strategic designer / R&D Lead
Design strategy for client acquisition as well future-casting and user-centered design for existing clients.
<http://www.blastradius.com>
- April 2006- ongoing **karakola**
Digital agent
Web presence management, website design and promotional design for Karola Torkos.
<http://www.karakola.com>
- January 2007 **Higher Institute of Integrated Product Development**
(Antwerp)
Guest professor
Leading a week-long service design workshop
<http://www.workshopweek.be>
- December 2006-May 2007 **Thinglink**
Interaction design
Information architecture and user experience design
Helsinki. Finland
<http://www.thinglink.org>
- February -March 2007 **Jaiku**
Interaction design
Information architecture and user experience design
Helsinki. Finland
<http://www.jaiku.com>
- March-May 2006 **Design Council, RED**
Blogger for the Ageing project
<http://www.designcouncil.org.uk/red>

July-Sept. 2005

Design Council, RED
Service Design Intern for Future Currents project
<http://www.designcouncil.org.uk/futurecurrents/>

Education

2004 – 2006

Interaction Design Institute Ivrea (Italy)
Master's Degree in Interaction Design

2000 – 2004

University of Montréal (Canada)
B.A. sp. in Industrial Design

1998 – 2000

Cégep de Saint-Jérôme (Canada)
Collegial Degree in Pure and Applied Sciences

Exhibitions & Conferences

September 2007

Designboom "Handled with care" exhibition
Presentation of "Topoware" project
London Design Festival

June 2007

Pecha Kucha Montreal edition
Presentation of "The Good Night Lamp" project
<http://www.montreal.pecha-kucha.ca>

May 2007

Xtech 2007
Guest speaker: "Ceci n'est pas seulement une pipe"
<http://2007.xtech.org/public/schedule/detail/170>

May 2007

Designmai 2007 (Berlin)
Guest panellist "What do you hate about the world of design"

April 2007

Milan Furniture Fair 2007
Presentation of "Topoware" project at the Salone Satellite
<http://www.topoware.org>

June 2006

Mattel Design Summit (Los Angeles)
Finalist of international design competition
Executive presentation of "StickyChat"

April 2006

Milan Furniture Fair 2006
Presentation of "Commitment & Stay Tuned" & "Fresh Start" project at Fabbrica del Vapore.
Milan

July 2005

Mattel Design Summit (Los Angeles)
Finalist of international design competition
Executive presentation of "The Hungries"

Publications

Topoware project

Grazia Casa (October 2007 issue, page91)
Come un nido piacevole comfort

New York Times Magazine – T Magazine (Winter edition, page48)
Gastrography / Mapping Meals

Ambidextrous Magazine: Food (October 2007, 7th issue)
First Hand: Topoware

London design festival Guide (September 2007 issue, page 85)
Interviewed for the “Recommends” section

Surface magazine (10- Annual Avant Guardian edition, page132)
Emotionally Connected

Language Skills

French and English (fluent)
Italian (intermediate)

Personnel Interests

Traveling, Photography, Cooking, Indoor Climbing.

References

Available upon request.