

PAOLO BEN FAUSONE

PORTFOLIO

www.benfausone.com

Born May 9th, 1989

FLUENT IN ITALIAN,
FRENCH AND ENGLISH.
BEGINNER IN MANDARIN.

PHOTOSHOP | ILLUSTRATOR
INDESIGN | AFTER EFFECTS
PREMIERE | FIGMA | HTML/CSS

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EXPERIENCE

Design strategist & Art director, *freelance*

REMOTE · JAN 2018 — PRESENT

Guiding organizations through innovation processes using design thinking and user research. Creating comprehensive visual identities and editorial design solutions for diverse clients in national and international markets.

Senior design strategist, *VRD Research*

BOLOGNA · SEP 2018 — FEB 2024

Leading innovation projects across industries by developing new products and services through design thinking, user research, and stakeholder workshops. Clients: Barilla, Credem, Alpitour, Lavazza.

Visual designer, *Boana*

BERLIN · NOV 2016 — DEC 2017

Designed UX/UI interfaces and graphics in a tech-driven agency, blending user experience with modern aesthetics.

Service designer, *Carrefour Innovation France*

PARIS · SEPTEMBER 2015 — OCT 2016

Led participatory innovation initiatives at one of the world's largest supermarket chains, driving transformation projects across HR, operations, and retail strategy.

EDUCATION

Politecnico di Milano,

MSc Product-Service System Design

MILAN · OCT 2011 — DEC 2013

Aalto School of Design,

Collaborative design, Textile design

HELSINKI · AUG 2011 — MAY 2012

Köln International School of Design,

Integrated Design

COLOGNE · SEP 2010 — JUL 2011

Politecnico di Milano,

BSc Communication Design

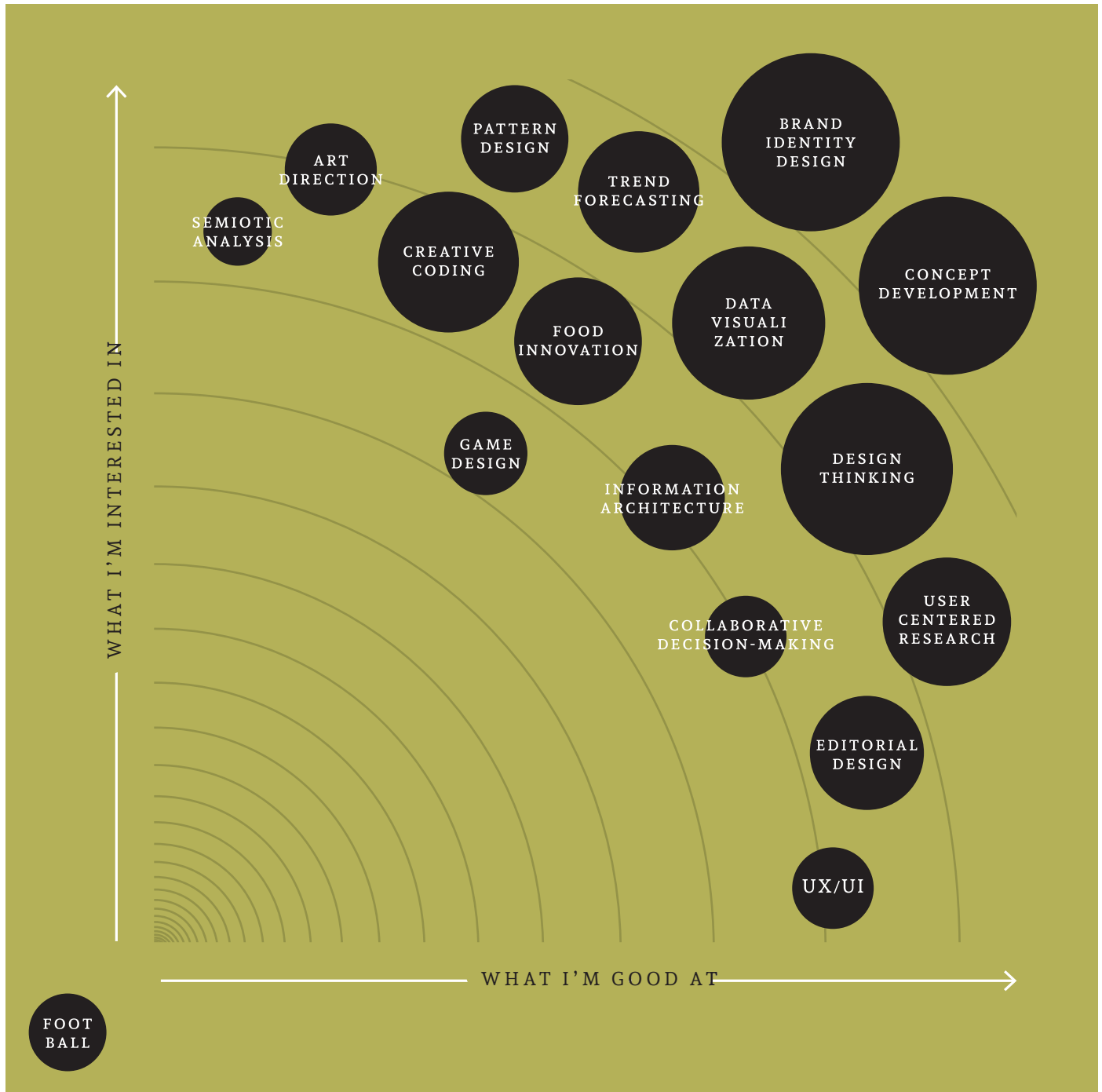
MILAN · OCT 2008 — JUL 2011

PAOLO

BEN

FAUSONE:

SKILLS



Each node represents a unique skill, with spatial positioning determined through pairwise comparisons and optimized using a force-directed graphing algorithm. The size of each node is based on vibes, but let's keep that between us.

I work across two main areas: guiding organizations through innovation using design strategy and user research, and creating visual communication: brand identities, interfaces, editorial design. My background spans service design to strategic projects across industries, with particular depth in food culture, FMCG, and retail markets. What really energizes me

are the intersections: where data visualization meets storytelling, where creative coding opens new design possibilities, where trend forecasting shapes tomorrow's products. I'm most engaged when a project lets me apply both strategic and creative thinking, especially if it means learning a new tool or exploring an unfamiliar domain along the way.