
PROFILE

Paolo Lorini is an independent consultant and advisor in design strategy, management, communication.

He works as a cultural mediator between business and design.

His activity is focused on structuring, developing and delivering projects of business design, service design, identity strategy and branding, design for experience, industrial design, envisioning and innovation.

Engaging his global network of professionals, he provides consultancy, advisory, training and teaching services to create tangible value for companies, agencies and schools.

His training and teaching activity is based on a "learning by doing" approach and is devoted to the development of innovative businesses through the application of design thinking.

He speaks about design, branding, entrepreneurship and innovation at conferences, seminars and workshops in Italy and abroad.

In 2011 Paolo left Samsung Design Milan, after working there six years as Senior Design Researcher and then Design Manager. In this position he was in charge of managing global projects and collaborations with top design studios, impacting the whole Samsung line-up. In cooperation with the other five international Design Centers and the Corporate Design Center in Seoul, Samsung Design Milan contributed to the remarkable evolution of Samsung design strategy of those years.

An Industrial Design graduate of Politecnico di Milano in 2000 (final grade: 100 Cum Laude), he started his career working five years with Clino Castelli at Castelli Design on design, metadesign, CMF design, strategic planning and branding projects for Italian and international clients, including BTicino, Hitachi, Mondadori, Lamborghini, Legrand, Somfy, Toli.

Up to date as of November 2018. Further information and portfolio available upon request.

SELECTED REFERENCES

COMPANIES

Carpigiani
Rancilio
Vimar
Rexite
Federlegno Arredo Eventi (organizer of Salone del Mobile Milano)
Adiva

AGENCIES

Giovanoni Design
Intel
Plan
Performant by SCOA

SCHOOLS

Domus Academy
NABA
Istituto Marangoni
SPD Scuola Politecnica di Design
IED Istituto Europeo di Design
Politecnico di Milano
Hongik University
Konyang University
SCOA – The School of Coaching
Pambianco E-Academy
Make a Cube, Avanzi, Fondazione Fitzcarraldo
Adecco Management School

KEY LECTURES

How to use design to make your mark and pay your bills
Service Blueprinting: how to design effective services
Innovation is a must
Doing business with Millennials
Design Thinking: process and tools
Innovation: why, how, what
Designers: from inventors to entrepreneurs
Good Design is Good Business
Strategic Branding: shaping and managing perceptions
Personal Branding
Branding by Design
Designing Technology

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