
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 strategic design methodologies.

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, 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.

KEY CURRENT ROLES

- Vimar – usability test consultant (with usertest/lab)
- Rexite – online strategy consultant (with White Studio)
- Federlegno Arredo Eventi (organizer of Salone del Mobile Milano) – strategic consultant
- Domus Academy – project leader, lecturer, mentor
Master Courses in Business Design, Visual Brand Design, Interaction Design, Product Design, Interior & Living Design, Luxury Brand Management, Fashion Management
- NABA – visiting professor – Course in Marketing and Management
- Adiva – communication consultant
- Make a Cube, Avanzi, Fondazione Fitzcarraldo – startup incubation trainer
- Plan – ethnographic researcher, lifestyle trends subject-matter expert

KEY PAST ROLES

- Laureate International Universities – design thinking subject-matter expert
- Adecco Management School – executive trainer
- Hongik University – visiting professor
- Mintel – strategic consultant
- Performant by SCOA – branding consultant (with White Studio)
- EXNOVO – market research, design strategy and branding consultant
- Umania – chief operating officer
- Attivo Creative Resource – strategic and client manager
- Giovannoni Design China – strategic manager
- Brian Sironi Industrial Design – client manager
- Clino Castelli – web curator

KEY LECTURES

- How to use design to make your mark and pay your bills – Domus Academy, Milan
- Innovation is a must – Federlegno Arredo Young Entrepreneurs Group, Milan
- Doing business with Millennials – Federlegno Arredo, Milan
- Innovation: why, how, what – APM & Co, Tel Aviv
- Cool Japan – Doing, Milan
- Designers: from inventors to entrepreneurs – PD+I Conference, London
- Good Design is Good Business – Design Library, Milan; Hongik University, Seoul
- Personal Branding – Master Relational Design, Milan
- Branding by Design – Assolombarda, Milan; Domus Academy, Milan
- Designing Technology – Vodafone, Milan