

Work Experience

R&D Engineer

01/2024 – Present

Target3D – London, UK

- Lead the strategic evaluation and implementation of cutting-edge hardware and software technologies, identifying key opportunities to drive new business ventures and revenue growth.
- Define technical development and product integration of XR solutions, optimizing studio pipelines and custom engineering processes to meet evolving wearable smart glasses market demands.
- Cultivated and managed key client relationships, providing comprehensive partnership support for motion capture, volumetric capture, and XR solutions, resulting in enhanced client satisfaction.

Researcher – Emerging Technologies

02/2020 – 10/2023

StoryFutures – London, UK

- Directed interdisciplinary research at the intersection of academia and industry in XR, AI, and digital twin technologies, leveraging co-design and design thinking methodologies to optimize Film/TV production pipelines and drive industry-wide adoption.
- Conducted comprehensive analysis of user requirements, employing qualitative and quantitative techniques to gather insights from over 200 stakeholders, informing product development and strategic decision-making.
- Delivered a fully functional UX design prototype for an XR Virtual Production workflow, recognized as an industry-ready solution that streamlines production processes and enhances user experiences.

Project Manager & XR Specialist

09/2016 – 01/2020

Proxima Milano – Milan, IT

- Led XR business projects and partnerships, securing €900K+ in new business development over three years, earning awards and financial bonuses, and fostering long-term trust with clients, including leading eyewear fashion brands.
- Bridged technical development and market strategy by leading cross-functional teams engineering, production, and marketing to maximize the successful execution of immersive technologies adoption.
- Negotiated business, technology, and partnership agreements with clients, identifying and leveraging synergies to drive to create shared value and foster long-term collaboration.

Intern

09/2015 – 03/2016

Bully Entertainment – Baltimore, USA

- Carried out detailed market research and competitive analysis for the XR and interactive media markets, providing valuable insights to inform strategic decision-making and identify emerging trends.
- Contributed to the successful launch of a Google Cardboard VR game (Captain America: Civil War) through rigorous QA testing and reporting, ensuring a high-quality user experience.

Technical Skills: SQL, C#, Unity, Unreal, Python, APIs, SDKs, WebXR, Jira [GitHub](#), [Google Scholar](#)

Education

PhD – Innovation Design

02/2020 – 10/2023

Brunel University London – College of Engineering, Design and Physical Sciences

BA – Digital Filmmaking

09/2013 – 04/2016

SAE Institute / Middlesex University

- BA Thesis (First Class Hons.) published as a book by the World VR Forum "*Narrative language of virtual reality*", leading to public speaking engagements presenting at 15+ international events.

Languages: English (Fluent), Italian (Native) **Sport:** Tennis Junior Best Ranking #187 - Certified Coach