



# Anthony Amici

New Media Design BFA, International Business MN, 2016  
Rochester Institute of Technology, Rochester, NY, USA

## Aim



I am driven by creativity and organization – aspects that pulled me to a career in design rooted in technology, process, and research. Designing for positive social change often takes centre stage in my work. Individually, we may be small, but using the skills we have can make the world a better place. Devoting time and creativity to these endeavours, while connecting digital and analogue worlds, drives me every day.

My passion for languages and culture inspired me to spend a year in Switzerland before later returning for an internship and study abroad. Beyond Europe, I accompanied my wife on a month-long trip home to Hong Kong, though we're now happily awaiting a return to die Schweiz.

## Skills

I can apply a UX workflow to any project I am tasked with and am comfortable conducting different forms of user research and applying them to design solutions through extensive iteration of sketching, wireframing, and prototyping. I can then apply my visual design and motion graphics skills to the creation of comprehensives and animated prototypes.

I can also program functional, responsive prototypes and basic sites, leveraging HTML, CSS, JavaScript, and PHP, along with limited back-end database integration.

I have experience with the entire process of animation: from concepts to 2D or 3D model construction, to rigging and texturing, all the way to final keyframe or generative animation.

## Education

### **Hochschule Anhalt Bauhaus Campus** *April 2015 – July 2015*

I chose to study abroad at the Bauhaus in Germany, not only for its awesome historical architecture, but also for its experimental new media programme. Classes were both open-ended and client-focused, requiring tight integration with classmates and professors. I strengthened my UX and mobile prototyping skills with a conceived overhaul of the Department of Design's website. I also dove into research exploring gender norms in design and worked to write code and generate 3D assets for a local DJ's generative VJ show at a nearby city's 900th anniversary.

### **Rochester Institute of Technology School of Design** *August 2012 – May 2016 (anticipated)*

In my final year, I am able to focus on user-centred interaction design, having already mastered basic design principles such as gestalt and typography. Last semester, I was finally able to prototype out a full app concept – Platter. Now, I am applying principles of interaction design to a web environment, as well as trying to conceive of more experimental interactions within new paradigms of HCI.

### **Kantonsschule Alpenquai Luzern** *August 2011 – June 2012*

Classes were taught exclusively in German and I majored in Math and Physics. At the end of the year, I passed the Goethe Institut C1-level German language exam with a grade of 87.5/100.



## Experience

### **RIT HEOP Tutoring** *September 2015 – November 2015*

I tutored a student on concepts of project planning in relation to 3D modelling, encompassing goal setting, styleguide creation, and 3D modelling and texturing workflows.

### **café-bistro im bauhaus dessau** *May 2015 – August 2015*

While studying abroad in Germany, I picked up some part-time work at the Bauhaus, serving up not only drinks, but also the occasional translation.

### **Cermusoni ID** *January 2015 – April 2015*

I spent my co-op in the small city of Biel/Bienne, Switzerland, integrated into a 4-person team tackling graphic design and web development tasks for their varied client base. I contributed icon design and page layouts for the Haute école spécialisée de Suisse occidentale and redesigned a bi-lingual e-mail newsletter for Berner Gesundheit. My final project was front-end development of the Art30x30 e-commerce site, a collaboration between Cermusoni ID and Stiftung Foyer Schöni, a non-profit supporting job creation for those with psychosocial difficulties.

### **RIT International Student Services Peer Advisor Leader** *March 2013 – September 2014*

After having experienced my own arrival into a foreign school, I wanted to help ease the arrival of new international students to RIT. Working under ISS, I was assigned a group of students with which I kept up e-mail communication, aided with arrival procedures, gave campus tours, and dealt with individual student issues. I made lasting connections with the international students, as well as with other PALs.

### **ArtsQuest Musikfest** *since August 2007*

Every summer, a local non-profit arts organization puts on a festival of art and music in the city of Bethlehem, PA. I volunteer in marketing and promotion, providing visitor information and guidance, making sure that all festivalgoers are enjoying themselves.

## Languages

### **English** *Native Language*

### **German** *Fluent*

I studied German for four years in high school before living with German-speaking host families during my year in Switzerland. Additionally, I can understand spoken and written Swiss German.

### **French** *Conversational*

I began learning French while attending the Kantonsschule Alpenquai Luzern. I continued learning at RIT and often practice with friends.

### **Italian** *Conversational*

Before meeting up with my Italian relatives, I studied every day for 3 months in order to speak with them on a basic level. I am still currently studying in preparation for my return this summer.

### **Mandarin** *Working Knowledge*

In 2014, I lived with my wife and her family in Hong Kong for a month. In order to prepare, I studied a semester of Mandarin (traditional characters) at RIT and am now studying on my own.

## Miscellaneous

In November of 2010, I received my Eagle Scout award from the Boy Scouts of America. Having been a Scout since 2003, I earned this rank through a service project in a historic colonial district nearby.



# Contact

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