

EUROPEAN
CURRICULUM VITAE
FORMAT



PERSONAL INFORMATION

Name **BRUCE FIFIELD**
Nationality American / Italian
Date of birth

WORK EXPERIENCES

- Date From 2010 - Current
- Company **Studio Fifield Srl**
- Type of business or sector User research, Product Design and Development
- Occupation or position held Founder and CEO
- Main activities and responsibilities *Studio Fifield helps business leaders recognize innovation opportunities and identify breakthrough ideas that can be transformed into commercially successful business. The Studio emphasizes a user centric approach to design because, at the heart of every enterprise is a company's brand, and at the core of every brand is a multitude of user experiences and at the centre of a great experience is personal gratification. Studio clients include Allsteel, Biofit Engineered Products, Cofemo, Hamilton Medical, Nihon Kohden, Oculox, e sentec.*
- From 1986 to 2010
- **Design Continuum Italia Srl**
- Product Design and Development
- Co-founder and CEO
- *Managing and Creative director of the firm, as well as overseeing the business aspects, analytical research, structure, and creative direction of each project.*
- *From 1986 to 2010 direction and contribution to numerous research projects at national and international levels; in countries such as Austria, China, France, Germany, Japan, England, USA, Russia, and Korea. Design and production of products in the medical, diagnostic, office, computer, electronic, industrial and consumer sectors. Some of the main customers include Allsteel, Amplifon, Atomic, BIC, Campingaz, Electrolux, Hamilton Medical, Hewlett Packard, NEC, Midea, Motorola, Olivetti, Roche Diagnostics, Samsung, and Zeiss Ottica.*
- From 1982 to 1992
- **Olivetti Spa - Milan - Italy**
- *Company operating in Computer, electronic and design*
- Design Advisor
- *Study, conception, and design of products for the office environment.*
- From 1981 to 1982
- **Corning Medical - Medfield, Massachusetts - USA**
- *Technological innovations Company for the production of instrumentation for medical diagnosis.*
- Design Advisor
- *Study, conception, and design instrumentation for medical diagnosis.*

AWARDS

- *ADI Design Index (2004, 2002)*
- *Architectural Products, Product Innovation Award (2015)*
- *Architizer A+ Award (2015)*
- *Best of NeoCon Award (2009, 2014, 2014)*
- *Chicago Athenaeum's Good Design Award (2011, 2002, 1998)*
- *Compasso d'Oro (2001)*
- *Consumer Electronics Show Award (2002)*
- *G Mark Award (1998)*
- *IF Award (2007, 1998)*
- *International Design Excellence Awards (2009, 2005, 2002, 1995)*
- *Medical Design Excellence Award (2002)*
- *Spark Design Awards (2014)*

TEACHING EXPERIENCE

- Dates
• University /School
• Sector
• Qualification
• Course held
- Years 2016-18
University of Venice IUAV - Italy
University
Professor
Workshop in product design II – Degree in Design
- Years 2012-15
UNIRSM University of San Marino Republic – San Marino
University
Professor
Workshop in product design I – Master's Degree in Design
- Years 2010-12
SPD Scuola Politecnica di Design of Milan – Italy
Postgraduate School
Professor
Workshop in industrial design, Master's in Industrial Design
- Years 2006-09
University of Venice IUAV - Italy
University
Professor
Workshop of Electrical Product's Design, Degree in Industrial and Product Design
- Years 2003-05
NABA Nuova Accademia delle Belle Arti di Milan - Italy
Academy of Art & Design
Professor
Design methodology for industrial design – III years

WORKSHOPS

- July 2014
University of Venice IUAV- Italy
University
Professor
Workshop of design in collaboration with Automatismi Benicà
- March 2012
SID Industrial Design School– Carlton University Ottawa, Canada
Industrial Design School
Professor
Conferences and workshops about design for the elderly and health care design

- May/July 2011
SPD Scuola Politecnica of Milan – Italy
Post Graduate School
Professor
Workshop of design in collaboration with Nemo Cassina Illuminazione – Master's in Industrial Design – II
- Years 1997-98
Politecnico of Milan - Italy
University
Professor
Workshop – Project Seminars of Industrial Design (Strategies for Product Design)

CONFERENCES

- Date
• Organization
• Type of business or sector
• Qualification
• Topic
- March 2015
IED Istituto Europeo di Design of Milan - Italy
High School
Design Expert
Conference about Design as Interaction
- July 2014
University of Venice - Italy IUAV Conference in collaboration with Fondazione Benetton - Spazi Bomben - Treviso - Italy
University
Design Expert
Empathy of Design
- March 2012
SID Conference Industrial Design School – Carlton University Ottawa, Canada
University
Design Expert
Design for the elderly and Health Care Design
- June 2008
ISTAO Conference - Ancona - Italy
Studies Institute Adriano Olivetti for the Management of Industry' s Economy
Design Expert
- March and May 2008
ASSINDUSTRIA Conference - Reggio Emilia - Italy
Territorial Association of Reggio Emilia in Confindustria System
Design Expert
Intervention about production sector for a world in constant change
- November 2007
International Congress about Furniture Industry in Moscow- Russia
International Congress
Design Expert
Design and Development of Office Furniture
- September 2007
International Conference in Stockholm on Design & Sustainability - Sweden
International Conference
Design Expert
Business growth based on Eco Design

- From 2006 to 2007
UNINDUSTRIA Events about Design and Development Business - Treviso - Italy
Union of Industrials in Treviso District
Design Expert
Multiple Conferences
- September 2006
ISPO International Exhibition of Sport – Moscow – Russia
International Exhibition
Design Expert
'Sporting goods are a serious business'
- June 2006
Design Innovation Summit in San Salvador – El Salvador – Central America
Design Convention
Design Expert
'The Design can make a difference'
- December 2005
VI Convention on Marketing - Organised by MCT & Events Istanbul - Turkey
Marketing Convention
Design Expert
'Why Tactical and Strategic Design?'
- From 2000 - Current
Politecnico of Milan - Italy
University
Design Expert
Design Strategy
- From 2000 - Current
Università Bocconi of Milan - Italy
University
Design Expert
Relation between Design & Management

EDUCATION AND TRAINING

- Date June 2003
- Name of educational organisation **Harvard Business School – Boston, MA 02163 - USA**
- Principal subject Executive Education Program
"Leading Professional Service Firms"
- Title of qualification awarded *Certificate of Attendance*
- May 1981
RISD - Rhode Island School of Design – Providence, RI 02903 - USA
Industrial Design
(BFA) Bachelor of Fine Arts with a major in Industrial Design
- 1980
Boston University – Boston, MA 02215 - USA
Fundamentals of Marketing Management
Academic Credit