



Serena Crotti | Creative Designer

Bergamo, Italy

serenacrotti.design@gmail.com

+39 3313406020

LinkedIn: <https://www.linkedin.com/in/serenacrottidesign/>

Italian | Native Speaker

English | Level C1 (IELTS)



Portfolio of works

<https://serenacrotti.com/>

“Design is thinking made visual”

S. Bass

Professional Experience

EuroSpaceHub Consortium

September 2022 / May 2023

Visual Design e Multi-channel communication, brand identity, logo, Merchandising

Events Organization Support

Social Media

Blog Articles

Lunex EuroMoonMars Foundation

December 2021 / May 2023

Logo design

Newsletter, Multi-channel communication, Interviews

Exhibition booth support and event organization

Design of a portable space-inspired module for analog missions and outreach

Coordination of communication activities for international conferences, such as the International Astronautical Congress IAC 2022 (Paris), New Space Economy NSE 2022 Fair (Rome), LPSC 2023 Conference (Houston), Padova “800 Anni” and EuroSpaceHub Forum 2023 event (Ibiza)

Collabwith Group

December 2022 / Present

Visual Design and Multichannel Communication

Brand Identity

Social Media Templates

Graphic Design Support (presentations, logos...)

Education

2023 | Sole24Ore Business School

Master “Digital Communication, Brand and Content Creation”

2019 / 2022 | Politecnico di Milano

MSc Integrated Product Design
110 Cum Laude

2016 / 2019 | Politecnico di Milano

BSc Industrial Design
110/110

2011 / 2016 | Liceo L. Mascheroni

Scientific-oriented High School Diploma
97/100

Tools

Adobe Creative Suite

Illustrator, Photoshop, Indesign, Lightroom

3D & Rendering

Rhinoceros, Key-Shot, V-Ray

2D Drawing

Autocad, Sketchbook

Soft Skills

Creativity, Empathy, Communication, Flexibility, Organization, Work Ethic, Curiosity

Studio Burdisso Capponi Yachts & Design

May 2023 / September 2023 (Internship)

- Yacht interior organization and 2D layout
- Style moodboard
- Interior concept proposals

Studio Isao Hosoe

January 2021 / May 2021 (Internship)

- Product concept and user research
- Product prototyping
- 3D modeling and rendering

Workshops & Awards

Podcast Workshop | Collabwith Academy

November 2023

Experience Design Workshop | PepsiCo 1st Prize "PepsiCo Design Innovation Award"

June 2021

Design Workshop | Kinder Ferrero

October 2019

Interior Design Workshop | Milan Chamber of Commerce

June 2019

Aerospace Communications Experiences

Communications & Outreach Officer |

HI-SEAS Mission February 2023, Hawaii

- Writing daily articles for the blog
- Mission logo design
- Online streaming event organization
- Mission official photographer

Remote Support for Communication and Outreach activities | Analog Missions

April 2022

- Support for outreach activities for EMMPOL 10-11 analog missions in Poland and for the high-altitude campaign LICA-UDA-EMM in Chile

Communications & Outreach Officer |

EMMPOL 8 Mission September 2021, Poland

- Mission logo design
- Mission photographer
- Social media management

Aerospace Industry Interviews

2022-2023

- As PR Coordinator for LUNEX Foundation, I had the chance to interview:
David Williams (Acting Head NASA Space Science

Data Coordinated Archive); Diego Urbina (Mars500 Analog Astronaut); Romain Charles (Mars500 Analog Astronaut); Vladimir Pletser (Senior Physicist-Engineer at ESA, analog astronaut at the Mars Desert Research Station and at the Flashline Mars Arctic Research Station); Mieke Sterken (Education & Outreach Coordinator at the International Polar Foundation); Akihiko Hoshide (JAXA astronaut); EMMPOL11 Crew; Harrison Schmitt (NASA Apollo Astronaut); NadeemGhafoor (CEO Avalon Space)

Space Design Research

Master's thesis and project "Multiverso Hab. Design of a mobile base for terrestrial analogue missions" 2021-2022

- Master's thesis in the field of Space Design
- Project of a transportable Moon habitat to conduct Space simulations on Earth and to be used for Outreach purposes

Human Factors Researcher and Analog Astronaut | EMMPOL 8 Mission

September 2021, Poland

- Ideator and responsible for 3 experiments: "Scents Experiment", "Multisensory Scenarios Experiment", and "Emotion Wall Experiment"
- Design and testing of a software to monitor crew's emotions during missions
- Field observation of astronaut-users during the mission to study habitability and well-being in extreme confined environments

Analog Astronaut Researcher | Venus Biogender Mission at Astroland Agency

August 2022, Santander (Spain)

- Vice Commander of the mission in an all-female crew inside a lavatube
- Collaboration with Neurotek Lab (University of Cadiz) for an experiment on psychology in confined environments

Tutor and Lecturer | International Space University

August 2022

- Mentor for students of the "Moon Habitat Outpost 2028" Workshop on Space habitat design

Publications and Conference Talks

Crotti, S., et al. (2022, May) Enhancing well-being aboard confined Space environments: the role of Design research in the EMMPOL 8 Analogue Mission, EGU General Assembly, Vienna, Austria. EGU22-5974 <https://doi.org/10.5194/egusphere-egu22-5974>

Thank you

Crotti, S. (2022, September 13-30) Space on Earth: Design of a transportable base for Space mission simulations [Conference presentation]. Science Summit at the United Nations General Assembly (UNGA77), online <https://ssunga77.sched.com/speaker/serena.crotti>

Crotti, S. et al. (2022, November 8-9) Increasing habitability and crew well-being in Analog missions: EuroMoonMars EMMPOL 8 Mission experience, Forming and Exploring Habitable Worlds International Meeting, Edinburgh.

Analog Astronaut Training Center (December 2022). Analog Astronauts in Digital missions. 1. ed. online. Chapter "From Italy to the Moon" Available at: <https://drive.google.com/file/d/1yWgCeetcGCZ7Bxlc6h3gwb4BI2UTE6jr/view>

Crotti, S. et al. (2023) EuroSpaceHub Academy: training the Space entrepreneurs and astronauts of tomorrow, LPSC Conference, Houston.

Crotti, S. et al. (2023) EuroSpaceHub: a European-led project to facilitate Entrepreneurship, Innovation, Accessibility, Inclusion and Diversity in the Space-Tech Ecosystem, LPSC Conference, Houston.

Crotti, S. et al. (2023) Training the future Space Entrepreneurs & Astronauts: the experience of the EuroSpaceHub Academy with the Analog Missions for validation of planetary instruments, protocols and techniques, EGU Conference, Vienna.

Crotti, S. et al. (2023) Training the astronauts of Tomorrow: the experience of the EuroSpaceHub Academy and the Analog Missions, ELS European Lunar Symposium, Padua.

Crotti, S. et al. (2023) ExoSpaceHab-X: a portable lunar base for analog missions and outreach, ELS European Lunar Symposium, Padua.

