



"Design is thinking made visual"
- S. Bass

Serena Crotti

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Italian | Mother Tongue

English | Level C1 (IELTS) | C1 Cambridge First

Personal Website:

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Studio Website:

www.cronchidesign.com

Education

2023 | Sole24Ore Business School

Master "Digital Communication, Brand & Content Creation", 110 Cum Laude

2019 / 2022 | Politecnico di Milano

MSc. Integrated Product Design
110 Cum Laude

2016 / 2019 | Politecnico di Milano

BSc. Design Industriale
110/110

2011 / 2016 | Liceo L. Mascheroni (BG)

Scientific Highschool Diploma
97/100

Technical Skills

Adobe Creative Suite

Illustrator, Photoshop, Indesign, Lightroom

3D Modeling & Rendering

Rhinoceros, Key-Shot, V-Ray

2D Drawing

Autocad

Soft Skills

Creativity, empathy, communication skills, self-organization, curiosity, commitment to work

2022 – present

Freelance design work

Working on communication, product, and UX/UI design projects for clients across industrial, cultural, aerospace, and interior design sectors.

- **Julian Alps National Park (May 2025):** Creation of graphic assets for the social media profiles of the Julian Alps Biosphere Reserve
- **Private Clients (2025):** Interior design, furniture selection, and rendering in collaboration with architects
- **Somaspace (2024–2025):** Content and visual strategy for the social media presence of Oris, a space-tech startup. Merchandising design for e-commerce
- **DeviBrain (December 2024 – Present):** UX/UI design for management software used by a leading sheet metal processing company, including interfaces for industrial machinery software
- **Compotek S.r.l. (2024 – Present):** 3D modeling and rendering of seating solutions for the contract sector. Development of technical sheets and material assets for the product catalog
- **Sophany S.a.S. (2023–2024):** Content creation and graphic design for corporate social media channels. Social media management consulting
- **Cronchi Design Studio (October 2023 – Present):** Co-founder of Cronchi, a product and communication design studio – cronchidesign.com
- **Collabwith Group (2022 – Present):** Visual design and multichannel communication. Brand identity development, social media content creation, and graphic support
- **EuroSpaceHub Consortium (2022–2023):** Visual design and communication for an EU-funded project (EIT Manufacturing & EIT Raw Materials). Brand identity development, event support, content creation for social media, and blog management
- **Lunex EuroMoonMars Foundation (2022–2023):** Multichannel communication management for the foundation. Responsibilities included interviews, event organization, and on-site coordination of international conferences (IAC, NSE, LPSC, Padova "800", EuroSpaceHub Forum)

Professional Experiences

Communication Assistant I Politecnico di Milano (February 2025 - present)

Communication, events and graphic design assistant in the University's Research, Innovation, and Corporate Relations area

Communications Lead & Designer I Lunex Foundation (2022–2024)

Full-time collaboration on communication management and interior design of a habitat module used as a space mission simulation facility

Interior Designer I Burdisso Capponi Yachts & Design (May - September 2023)

Internship in interior design for yachts and luxury boats

Isao Hosoe Studio (January - May 2021)

Internship in product design, concept development, user research, prototyping, 3D modeling, and rendering

2022 – present

Research and Communication Activities – Aerospace Sector

Lecturer I University of Italian Switzerland, Academy of Architecture (May 2025, Mendrisio)

Lecturer for the course "Advanced Materials and Construction Systems," delivering a lecture on life in space and the design of lunar habitats

Communication and Outreach Manager I HI-SEAS Mission (February 2023, Hawaii)

Habitat analysis on living in extreme and confined environments within a space mission simulator on Mauna Loa volcano, Hawaii. Editorial activities for mission storytelling

ExoSpaceHab-X Project (2022–2023)

Design and construction of a habitat module mockup for conducting space mission simulations. Client: Lunex Foundation

Vice Commander I Venus Biogender Mission I Astro-land Agency (November 2023, Spain)

Collaboration with Neurotek Lab (University of Cádiz) on a psychology experiment in confined environments during an all-female crew mission inside a simulator located in an underground lava tube

Tutor e Lecturer I International Space University (Agosto 2022)

Tutor for students in the "Moon Habitat Outpost 2028" workshop on space habitat design

Interviews with aerospace industry professionals (2022–2023)

As the Communication Manager for the Lunex Foundation, I interviewed several prominent figures in the aerospace sector, including astronauts and senior officials from NASA and ESA

Communication and Outreach Manager I EMMPOL 8 Mission (September 2021, Poland)

Habitat analysis on living in confined environments within a space mission simulator. Designed three experiments: "Scents Experiment," "Multisensory Scenarios Experiment," and "Emotion Wall Experiment." Developed and tested software to monitor crew emotions during missions. Responsible for mission storytelling activities

Awards and Recognitions

ADI and Scirocco (2025)

Scirocco 4h edition - Towel radiator project "Hoola-Hoop" (2nd classified)

ADI and Mattiussi Ecologia (2024)

CREATable Resources Contest NEXT40 - Project of the smart bin "ReSize" (1st classified)

ADI and Quattrozampe in Fiera (2024)

Granny's Pet Award - App and product-service system "A Spasso ConFido"

Desall and Lippert (2024)

Honorable Mention – Innovative Table Leg Contest

Agorà Design Selection (2023)

"Dida" Project – Outdoor Pergola

PepsiCo Design Innovation Award (2021)

Experience Design Workshop Polimi 2021

Publications

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>

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/1yWgCeetcGCZ7Bxlc6h3gwb4Bl2UTe6jr/view>

Crotti, S. et al. (2023) EuroSpaceHub Academy: Training the Space Entrepreneurs and Astronauts of Tomorrow, LPSC Conference, Houston. Available at: <https://www.hou.usra.edu/meetings/lpsc2023/pdf/1431.pdf>

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. Available at: <https://www.hou.usra.edu/meetings/lpsc2023/abstracts/>

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. Available at: <https://ui.adsabs.harvard.edu/abs/2023EGUGA..25.9318C/abstract>

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.

Crotti, S., Foing, et al. (2023). ExoSpaceHab-X: a transportable Moon base for analog missions & outreach, International Astronautical Congress (IAC) 2023. IAF, Moon Exploration Symposium, October 2023, Baku (AZ). Available at: <https://iafastro.directory/iac/paper/id/80275/summary/>

Crotti, S., Foing, B., et al. (2023). The EuroSpaceHub Project: building the skills of the next generation of Space Entrepreneurs and Astronauts, International Astronautical Congress (IAC) 2023. IAF, Space Education & Outreach Symposium, October 2023, Baku (AZ). Available at: <https://iafastro.directory/iac/paper/id/76697/summary/>