



Anca Serbanescu

COMMUNICATION DESIGNER & RESEARCHER

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PROFESSIONAL SKILLS

- Visual and Web Design
- Storytelling
- Worldbuilding
- Digital strategy
- Digital media literacy
- Research & analysis
- Interdisciplinary approach & boundary crossing
- Critical thinking
- Speculative design & envisioning scenarios
- Adaptability & flexibility
- Resilience & personal growth
- Responsibility
- Ethical reasoning
- Team work
- Planning

LANGUAGES



INTERESTS

- Solarpunk movement
- AI art & filmography
- Content creation
- Climbing
- Trekking
- Gardening
- Yoga
- Photography
- Design Transition
- Jewelry maker

ABOUT ME

With a PhD in Design from Politecnico di Milano, I specialise in interdisciplinary research on *Human-AI system co-creativity*, particularly within Interactive Digital Narrative (IDN). Bridging Design with Human-Computer Interaction (HCI), I explore the evolving dynamics between designers and AI. I graduated with honors in Communication Design from Politecnico di Milano in 2018, laying my academic foundation. My dedication extends beyond research as I engage in course organisation and mentorship, guiding aspiring designers through their academic pursuits. Passionate about exploring the frontiers of design and technology, I strive to unravel the complexities of human-AI collaboration, shaping the future landscape of the design creative process and digital experiences.

EDUCATION

2019 - 2024

Design School,
Politecnico di Milano

DOCTORATE

PhD conducted in Communication Design, with the topic on: *Human-AI system co-creativity. Understanding the relationship between designers and AI systems in the field of IDN.*

2015- 2018

Design School,
Politecnico di Milano

MASTER GRADUATION

Graduated con honors in Communication Design with a thesis on *Tropaeum Traiani. A multi-channel strategy for sustainable development of the territory through cycling tourism.*

2012 - 2015

Design School,
Politecnico di Milano

BACHELOR GRADUATION

Graduated in Interior Design with the thesis *Blow up. 2D furnishings.*

RESEARCH ACTIVITIES

Jul 2022 - ongoing
INDCOR COST Action

Participation in a research network. Working in WG1: Design and Development working group to face the complex emerging discipline of Interactive Digital Narrative (IDN).

Feb - Jul 2022
INDELab - UvA

VISITING PHD RESEARCHER

Interactive Digital Narratives research activities in collaboration with the esteemed researchers associated with the INDELab group.

2020 - 2022
Polisocial Award 2019
Politecnico di Milano

ACTS - A CHANCE THROUGH SPORT

Collaborate to create storytelling activities that have been conducted are based on a process of listening to the inmates living in Bollate prison, using stories, visual and multimedia artifacts co-created the prisoners and the other actors of the system .

Jun - Aug 2021
DEIB department,
Politecnico di Milano

ANALYSIS OF USER PROFILES OF COMPLEX WEB SEARCH SYSTEMS

The research activity that was carried out regarding the analysis of user profiles of complex search systems on the Web, aimed at creating a service that can be used on various devices.

Apr - Jun 2021
IDEA LEAGUE

DOCTORAL SCHOOL ON ETHICS OF SCIENCE AND TECHNOLOGY

Participation in a research network focused on developing critical awareness about the values that are embedded in science and technology throughout the life-cycle from design to development, and management, control, production, adoption, and use.

SELECTED PUBLICATIONS

BOOK CHAPTER

- Serbanescu, A. (2022). "Millennials and the Gen Z in the era of social media". In Ashlock, M. Z.; Atay, A, (eds.). *Media, Technology and New Generations: Representing Millennial Generation Z*. Lexington Books.

INTERNATIONAL JOURNALS

- Serbanescu, A., & Nack, F. (2024). Towards an analytical framework for AI-powered creative support systems in interactive digital narratives. *Journal of Entrepreneurial Researchers*.
- Serbanescu, A. (2018). "Tropaeum Traiani monument. A multi-channel strategy for sustainable development of the territory through cycle tourism". In *Styles of Communication*, vol. 10, n 2.

INTERNATIONAL PAPERS

- Serbanescu, A. & Nack, F. (2023). Human-AI system co-creativity for building narrative worlds, in De Sainz Molestina, D., Galluzzo, L., Rizzo, F., Spallazzo, D. (eds.), *IASDR 2023: Life-Changing Design*, 9-13 October, Milan, Italy. <https://doi.org/10.21606/iasdr.2023.293>
- Serbanescu, A. (2022). Human-AI System Co-creativity to Build Interactive Digital Narratives. In *International Conference Design! OPEN: Objects, Processes, Experiences and Narratives* (pp. 388-398). Cham: Springer Nature Switzerland.

SELECTED WORK EXPERIENCE

Jun - Aug 2022

EIPRHR – European Institute of Policy Research and Human Rights

- **JUNIOR RESEARCH FELLOWSHIP WITH INTERNSHIP**
It is a program, part of the European Commission's Digital Education Action Plan, designed to transition EU education into the digital era. This program targets individuals who value research skills as being crucial in the modern workplace.

Gen - Aug 2021

ATS - Milano

- **ATTIVAMI PROJECT**
I worked as coordinator of the design team in an interdisciplinary project, collaborating with the Twig agency and the IT department of the Politecnico di Milano for the creation of the ATTIVAMI website of ATS Milano.

Jan - Feb 2020

ImagisLab, Politecnico di Milano

- **WTDT - WORKING THROUGH DIGITAL TRANSFORMATION**
WTDT aims to contribute to the development of an ecosystem capable of connecting young talents to companies, to facilitate the inclusion in the world of work of profiles with skills capable of understanding and guiding digital transformation. My role was to create the WTDT website and produce contents for the related Facebook page.

Jan - Jul 2019

PlayRes

- **SOCIALHOUSENET PROJECT - NETWORKS OF YOUNG TALENTS FOR COLLABORATIVE LIVING**
Collaborative project with Fondazione Politecnico di Milano, Poli.DESIGN, and PlayRes. Development of a mobile gamified educational workshop for young people (NEET) to enhance their skills in supportive environments, promoting social well-being

Mar - Feb 2019

Fondazione Politecnico di Milano

- **PROGETTOSI - SCUOLA, IMPRESA, FAMIGLIA**
Branding, definition of digital communication strategy and creation/ editing of audiovisual content.

TEACHING ACTIVITIES

Feb 2021

WORKSHOP IN COMMUNICATION DESIGN

Role: Teaching assistant.
Lecturer in charge: Elisa Bertolotti.
Design School, Politecnico di Milano.

Feb - June 2021/'19/'18

MASTER COURSE IN COMMUNICATION DESIGN

Role: Teaching assistant
Lecturer in charge: Francesca Piredda.
Course: Lab. Progetto della Comunicazione Visiva. Design School, Politecnico di Milano.

Sep - Dec 2019/'18

MASTER COURSE IN INTERACTION DESIGN

Role: Teaching assistant
Lecturer in charge: Marco Ajovalasit
Course: Design of complex products/systems.
Design School, Politecnico di Milano.

Sep - Dec 2019/'18

MASTER COURSE IN INTERACTION DESIGN

Role: Teaching assistant
Lecturer in charge: Mariana Ciancia
Course: Envisioning of complex Interactive scenarios and contexts. Design School, Politecnico di Milano.

Feb 2019

MASTER WORKSHOP IN COMMUNICATION DESIGN

Role: Teaching assistant
Lecturer in charge: Pia Tikka.
Design School, Politecnico di Milano.

Jan - Jul 2019

MASTER IN DIGITAL STRATEGY

Role: Tutor
Director of the master: Maria Luisa Galbiati.
POLI.design, Politecnico di Milano

Oct - Dec 2018

MASTER COURSE IN COMMUNICATION DESIGN

Role: Teaching assistant
Lecturer in charge: Marco Ajovalasit
Name of the course: Lab. di Studi sull'utente
Design School, Politecnico di Milano.

MASTER THESIS CO-SUPERVISION

A.A 2022/2023

Karime Nieto Delgado. "Playing in a Maze. A game studies analysis of intimate partner violence representation in games."
Master's degree in Communication Design. Politecnico di Milano.

A.A 2019/2020

Martina Carbonari. "Consumare l'Amazzonia. Un approccio ludico di design della comunicazione per una riflessione sulle conseguenze ambientali delle scelte alimentari."
Master's degree in Communication Design. Politecnico di Milano.