

## EXPERTISE

*Sustainability & design for impact, Service design, Employee & Network experience, Cultural contamination, Digital transformation, Service/product innovation, Digital strategy, Behavioral & Ethnographic research, Usability testing, Prototyping, Design thinking coach.*

## WORK EXPERIENCE

## COMPANY

DATE  
OCCUPATION  
DESCRIPTION**Chiaramonteonestudio**

OCTOBER 21 – NOW

**Experience & innovation Design & Behavioral Research**

Focusing on sense-making & design for impact. Helping companies, sustainable startups & public sectors developing new products, improving their services, fostering design practices, conducting & facilitating cultural contamination workshops; trying to make a positive & sustainable impact on people's everyday life

## COMPANY

DATE  
OCCUPATION  
DESCRIPTION**AWorld**

FEB 22 – NOW

**Experience & innovation Design Lead**

Helping Aworld foster sustainable behavioral change via its app - App redesign and evolution - User research - Design oversight - Product integration & evolution

## COMPANY

DATE  
OCCUPATION  
DESCRIPTION**POLI.DESIGN, Politecnico di Milano**

MAY 17 – NOW

**Faculty Member**

Service design, participatory design & workshop professor - **Master of Service Design**  
Codesign & Rapid Prototyping for **Service Design for Professional** - **Service Design & innovation**

## COMPANY

DATE  
OCCUPATION  
DESCRIPTION**DOING, part of Capgemini (now known as Frog, part of Capgemini Invent)**

JUNE 18 - OCTOBER 21

**Design Client Director - Team Leader**

Overseeing CX, CC & digital ecosystem projects for top clients, managing & tutoring the team (+30 people), developing and supervising design, identifying new business opportunities, evolution & budget planning.

Key client portfolio: Unicredit, ISP, Crédit Agricole, Generali, Fideuram, Nexi, HiDubai, Sisal, etc

NOVEMBER 15 - JUNE 18

**Service & experience design Lead**

Leading service design, UX and innovation projects in Europe and Middle East, delivering holistic solutions & services and building corporate service design capabilities.

## COMPANY

DATE  
OCCUPATION  
DESCRIPTION**DNA - Wellington, NZ**

APRIL 13 - JULY 15

**Service & User experience design specialist**

Working on critical projects and key pieces of work across a range of private and public sector clients. Planning, Research & synthesis insights; creation of digital concept, prototype and execution of usability testing (wireframes, IA, etc.); creation of innovative experiences and channel solutions

COMPANY  
DATE  
OCCUPATION  
DESCRIPTION

**Ogilvy & Mather - Auckland, New Zealand**

FEBRUARY 13 - MARCH 13

**Freelance Interactive Designer**

COMPANY  
DATE  
OCCUPATION  
DESCRIPTION

**WebScience - Digital Agency**

SEPTEMBER 11 - OCTOBER 12

**Service & Strategic Designer**

Developing multichannel strategies for “through the line” projects with a strong focus on social innovation and user centered design.

COMPANY  
DATE  
OCCUPATION  
DESCRIPTION

**Dipartimento INDACO, Politecnico di Milano**

JANUARY 09 - JUNE 2010

**Service & Strategic designer**

Freelancer. Strategic design, concept creation, scenario building and services development for a new policultural centre opening in Locate di Triulzi, Milano. ( Jan 09 - Apr 09) Creation and management of a workshop about new scenario of work sharing space between association. Setting up and designing Human Cities Exhibition Milano ( May 10- Jun 10)

COMPANY  
DATE  
OCCUPATION  
DESCRIPTION

**esterni**

JANUARY 08- APRIL 09

**Creative & Service designer**

Production manager, co-ordination of design, production and staff. Design and coordination of strategic and service design projects.

COMPANY  
DATE  
OCCUPATION  
DESCRIPTION

**Barilla**

NOVEMBER 07 - FEBRUARY 08

**Creative consulting**

Creative consulting. Concept generation and creation of a strategic Product Service System for a new food product

**EDUCATION**

**LANGUAGE**

**Cooper/Designit Design leadership (2019)**

Certification of Training in Design  
Leadership at Cooper Academy, New York

**Master Level in Strategic Service Design**

October 06 - April 09  
*Politecnico di Milano, Design Faculty*  
**110/110**

“Let the world be here,” urban service to discover aspects of a forgotten sociality.  
Collaborative Service Design and Anthropological theatre.

**Bachelor Degree in Industrial Design- Ergonomics**

October 03 - September 06  
*Politecnico di Milano, Design Faculty*

"Dominus" - Designing a line of kit-set furniture in an IKEA style to resolve co-inhabitant problems in the kitchen space.

ITALIANO  
INGLESE

**SKILLS/TOOLS**

**PRESENTATION**

(Powepoint, Keynote, Googledocs, Adobe)

**LAYOUT & WIREFRAME**

(Adobe, Sketch, Figma)

**EDITING VIDEO/IMAGE**

(AI, PS, XD, PR)

**PROTOTYPING**

(Invision, Figma, etc.)