

Work

JAN 2017 - PRESENT | LONDON, UK

Shelter UK **Leading housing and homelessness charity**

Service Designer

- › Helping Shelter to take on human centred design in both strategic and tactical decision making
- › Currently leading the Information Architecture redesign of a large section of the website comprehensive of 1300+ pages dedicated to housing law
- › Built solid relationships with key senior management stakeholders and facilitated strategic sessions within Shelter's Services reaching decisions now part of the long term strategy
- › Collaborated with users, senior management stakeholders and frontline staff during research, ideation, prototyping, piloting, implementation and monitoring
- › Teamed with the PO to manage Service and UX Design projects adopting Agile methods including backlog management, prioritization criteria, risks and dependencies assessment in a Scrum team
- › Lead kick-off meetings, ideation workshops, user journey mapping sessions
- › Increased efficiency of our emergency helpline service by 20%
- › Lead research and elaborated users' insights to devise and launch Shelter's most visited website page

NOVEMBER 2015 - MAY 2016 | READING, UK

GiveSmart **Fundraising technologies for non-profit organizations**

UX Designer [contract]

- › Proposed service upgrade and re-branding strategy
- › Responsible for mobile application UX design
- › Contributed to CRM platform UX design

JUNE 2015 - NOVEMBER 2015 | GOOGLE CAMPUS' TECHHUB, LONDON, UK

Flairtech **New venture in the fashion-tech industry**

Service Designer

- › Responsible for service redesign proposal and strategic planning
- › Formulated and facilitated several workshop sessions with senior participants
- › Proposed and delivered mobile UX design for both customer and service provider mobile apps

SEP 2012 - MAY 2015 | MILAN, ITALY

Sacrèm **Artisanal screenprinting studio and communication design agency**

Cofounder

- › Co-founded Italian studio and worked alongside a team of multidisciplinary designers
- › Managed company's financial, bureaucratic and organisational aspects
- › Responsible for suppliers' and clients' relationships

JUL 2013 - JAN 2015 | MILAN, ITALY

Eunova

Harika - digital platform for the hairstyling industry

UX & communication designer

- › UX & UI: iPhone & Android apps, clients' & hairdressers' web platforms
- › Art direction: logos design, colour palette, texture, typography, visual communication
- › Achievements & press coverage:
iTunes Store's best new apps, The Huffington Post, VanityFair, ioDonna, La Stampa, SMAU

Education

JUL 2013 - JULY 2016 | MILAN, ITALY

MSc in Product Service System Design

Polytechnic University of Milan

Modules included:

- › Final synthesis project - with IDEO's Dario Buzzini and RCA's Jonathan Edelman
- › Service design - with Ezio Manzini and Anna Meroni
- › Business innovation - following Dario Verganti's "design driven innovation" methodology
- › Design Thinking methods and tools, anthropology and ethnography
- › Dissertation: "Understanding the role of PSS designers within Service Design agencies in London"

JAN 2010 - JAN 2013 | MILAN, ITALY

BSc in Communication Design

Polytechnic University of Milan

- › Including Erasmus exchange program at UB University, Barcelona, Spain.
- › Dissertation: "Designing a visual book" with former AIAP's director Mario Piazza

Tech competences

Extensive experience with computer software

- › Currently Realtimeboard/Miro, Figma
- › Office 365, Leankit for project management

Familiar with front-end development

- › HTML and CSS
- › Currently experimenting with React JS

Interests

- › Geeky about technology and obsessed with music
- › Background in fine dining including work experiences within Michelin Starred restaurants
- › Enjoying giving occasional talks about Service Design

Spoken languages

English

Full working proficiency

Italian

Native proficiency

Spanish

Proficient