

I lead design for complex digital products and services, helping teams decide what needs to change and how the product should work. My work connects customer research, business priorities and operational realities with product models, workflows, prototypes and testing. I bring facilitation experience to collaboration with designers, developers and domain experts throughout implementation. Recent work includes a connected eye-care service adopted across 15+ countries and an AI-driven intelligence product in active organisational use.

CORE EXPERTISE

Product strategy and discovery · Systems thinking and service design · User research and synthesis
Information architecture and workflow design · Interaction design, prototyping and usability testing
Facilitation and cross-functional alignment · AI-enabled product and workflow design

EXPERIENCE

Nomads Agency

Experience Design Lead

Dec 2022 - Present

Service Designer

Jul 2020 - Nov 2022

- Lead experience strategy and design across product and service challenges for global organisations, bringing customer evidence, business priorities and delivery constraints into design decisions.
- Direct research, journey and service definition, product concepts, prototyping and testing. Facilitate decisions with leadership, product, design and engineering teams.
- Work with designers, developers, domain specialists and client stakeholders to carry the agreed experience direction into implementation.

Freelance

Product & Experience Design Lead

Jun 2024 - Present

- Define opportunities, concepts and workflows for product, service and AI-enabled challenges.
- Work independently and embedded with leadership and delivery teams to frame decisions, align the team and support execution.

Digital Society School

Digital Transformation Designer

Sep 2019 - Feb 2020

- Completed a 20-week transformation project with the Dutch Ministry of Justice and Security, using user research, co-creation, systems design and speculative design to frame opportunities in forensic mental healthcare.

EDUCATION

Master of Science in Systemic Design | Politecnico di Torino, Turin IT | 2015 - 2018

Bachelor's degree in Design and Visual Communication | Politecnico di Torino, Turin IT | 2012 - 2015

SELECTED CREDENTIALS

Experience Design | Kaospilot | 2023

Facilitative Leadership | Hyper Island | 2022

SELECTED PRODUCT AND SERVICE WORK

Anonymised examples, presented separately from employment history. No employer or client attribution is implied.

Connected eye-care service

Disconnected tools interrupted the optician-patient journey. I led global customer and market research and defined the journeys, service model and experience principles. Testing shaped where digital support belonged in the consultation. I co-designed the assistant's recommendation logic with an eye-care expert, carried design changes into implementation with designers and developers, and supported internal adoption.

In use. After a pilot in three countries, local demand led to adoption across 15+ countries. The consultation assistant is used live; rollout continues.

Sustainability intelligence product

Scattered research made sustainability knowledge difficult to reuse. I led product direction and information architecture for a maintained intelligence library, shaping topics and depth around different roles and decisions. I designed the human-reviewed AI research workflow and led internal rollout. A separate development team owned the platform technology.

In use. The platform is available organisation-wide and in active use, with the research workflow operating. Sustainability and commercial teams use the library for customer-collaboration proposals and internal information requests.

Travel operations platform

The operation had outgrown its legacy platform, forcing teams to use repurposed fields and duplicate records. I owned product strategy and design, rebuilding the model around transport, reservation and operating relationships. My scope covered research synthesis, workflows, the design system, UX design, prototypes and UX testing.

In development. Operational stakeholders and leadership approved the internally tested design. Production development is underway for a confirmed Q4 2026 pilot.

AI PRACTICE

Agentic product development. I use Codex to take product ideas through implementation, testing and deployment: structuring project context including research insights, decisions, and testing results; orchestrating agents; connecting external tools; and reviewing results against product goals.

Local AI: LM Studio for local models experimentation and sensitive document processing; ComfyUI for crafting and deploying custom image-generation and processing workflows.

Prototyping: Lovable for prototyping, hosting and collaborative AI work.

Visual exploration: Midjourney and Higgsfield for advanced image/video generation

Research: Model-council workflows including Perplexity for research-intensive tasks.

TOOLS

Design and collaboration: Figma, Miro, TheyDo.

Delivery and knowledge management: Jira, Confluence, Notion.

Visual communication: Photoshop, Illustrator, AfterEffects, InDesign.

LANGUAGES

Italian and English - native/bilingual proficiency.