

My Profile


Born and raised in Tuscany, I completed my telecommunications engineering studies in Finland and started my professional journey in Milan. Since 2013, I'm chasing my 'American Dream' in Silicon Valley.

I describe myself as a *De-sign-egist*: part service designer, part digital strategist. For the last 13+ years I've combined these two attributes to bring together diverse mindsets and perspectives and craft innovative experiences for all kinds of users.


My expertise is the combination of a technical education enhanced by passionate knowledge of strategy & operations, user experience, design thinking and emerging technologies. I've led multiple projects for Fortune 500 companies in tech, retail and financial services, delivering on different strategic outcomes such as growth & innovation, workplace of the future, customer success and operating model design.

I believe collaboration with diverse mindsets and perspectives is the best way to craft innovative & tangible experiences for all kinds of users. I love to get my hands dirty and experiment with new tools and canvases through continuous iterations, starting with my self-designed, always evolving website and resume. I'm passionate about inclusive design and workplace experience, leveraging blogging & podcasting as an outlet to share my thoughts with digital practitioners, creative thinkers and design enthusiasts.

My Journey

 **Meta** HEAD OF DIGITAL ECOSYSTEM // 2022 – Present
PRINCIPAL EXPERIENCE DESIGNER // 2020 – 2022


- Leading a team of service designers and data analysts who focus on nurturing and evolving the experiences across Meta's digital surfaces beyond our employees' needs.
- Shaping the future of work at Facebook through automation, personalization and conversational technologies.

 **Microsoft** DIGITAL ADVISOR // April to August 2020

- Digital Advisors guide organizations to craft an aspirational plan that formalizes their future vision, leading the execution journey to ensure results.
- Dream, Design & Deliver Digital Transformation, leveraging the full potential of the Microsoft Platform Ecosystem.

 **pwc** SENIOR MANAGER - PWC US // 2013 – 2020
MANAGER - PWC ITALY // 2010 – 2013

- Founding member of PwC Digital Services and Employee Experience.
- Strategy lead for the NorCal market, focusing on:
 - Future Vision & Innovation Design
 - Enterprise Collaboration & Employee Engagement
 - Customer / Workplace Experience

 **Reply** SENIOR CONSULTANT // 2008 – 2010
Living network

- Digital Media Engineer, involved in technology & innovation projects, including internal social platforms design & deployment, HR transformation, process reengineering and mobile services management.

My Typical Week

● PART DESIGNER ●

Compose and facilitate **design thinking sessions** to coordinate cross-functional teams and accelerate execution.

Propose **visioning exercises** to help creating a canvas for the design of future state.

Develop **product briefs** (or different format of epics / requirements) to deliver guidance to UX/UI/content designers & technology teams.

● PART STRATEGIST ●

Support **enterprise program deployments** through selection, design and implementation of omnichannel digital platforms, services and products.

Outline **strategic plans** to define operational roadmap, activate initiatives, prioritize channels and achieve measurable results.

Define **insights and opportunities** combining human-centered research and data analysis.



MANAGING TALENT

Coaching and **mentoring** of peers and team members.

Author **thought leadership** blog post leveraging personal expertise and new learnings.

Reinvesting in my team and organization to **grow our internal capabilities**.

Most relevant engagements and efforts by industry



Leading Media and Entertainment Company

- Engagement, mobile and gamification strategy for the launch of a new streaming service featuring 11 different brands and serving 36M subscribers.

Global Leader in Digital Media and Digital Marketing Products

- Employee experience strategy & roadmap development, including personas and journey maps for ~24,000 employees.

Global Technology Company in the Software, Mobile, Gaming and PC Market

- Development of a new growth strategy approach for the online store to expand mobile, gaming and PC product offerings from 27 to 34 countries.
- Redesign of market entry processes and definition of customized go-to-market metrics for the launch of new mobile products in India, seizing revenues for \$238M during FY15/16 (27% of overall revenues).



Multinational Personal Care Corporation

- Redesign of product innovation process incorporating Design Thinking methods for the launch of new feminine care products & subscription services to address a ~\$500M market opportunity

US Leading Skiing Company

- 2019-2022 digital strategy including gap analysis of 33 capabilities, future state customer & employee experience journeys, success measurement framework, and a prioritized strategic plan based on 26 initiatives and org structure revision.

Global Manufacturer and Marketer of Prestige Beauty Products

- Digital experience & marketing assessment of two fast-growing makeup brands leading to an overall \$1.5B+ acquisition.



US Private Bank and Wealth Management Company

- Design, development and launch of a next-generation intranet platform, based on the integration of Jive 8 and SharePoint 2013, enhancing the experience of 3,100+ employees and achieving a 60% reduction of shared files volume.

Global Financial Services Company Banking and 4th largest US Bank

- Vision, strategy and design for the 'future of mortgage', including development of four different concepts into one final mobile, desktop & voice experience prototype for the company's 70M customer base.

7th largest US Bank

- Go-to-Market strategy for the launch of a new credit card for middle-market nonprofit organizations, to achieve ~\$2M in incremental revenue for 2019, engaging 2,539 high-potential nonprofits in 60 days.



US Health Care Company, Fortune 150

- Strategic planning and UX redesign of R&D platform, accessed by 8,500+ physicians and instrumental for the company's \$4.04B investment which includes the discovery and development of new medicines for patients.



Milan-based International Soccer Club

- Strategic planning to enhance collaboration between digital communications, marketing and CRM departments.

Personal Projects & Achievements



Achieved Competent Communicator and Competent Leader (December 2017).

- 1st place at Area D2 Humorous Speech Contest (Fall 2016, San Francisco).
- 2017-2019 President of Toast of the Bay Club in San Francisco.



Winner of the XVII Edition of the "Philip Morris International Challenge" (2005).

The marketing plan created for TIM aimed to double the revenues from SMS traffic, by leveraging new-generation services and innovative technologies.



Authored Design Thinking and Workplace Experience posts featured by Medium editorial team and by top digital magazines such as The Startup, Muzli by InVision and UX Collective.



Designed & launched online presence for world-famous designer Lino Sabattini.



Co-founder of project 10:10, an Italian start-up focused on creating crowdsourced accessories and products.



Digital Product Manager responsible for the launch of ClubHaus80s.com, CH80s mobile app, social accounts and e-commerce.



A-rated beach volleyball player, ranked #612 in California.