

GIOVANNI ROCCABIANCA

Senior service designer • Consultant



Contact & Portfolio

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Languages

Italian • English • Portuguese (basic)

Specialized in Service Design, former academic tutor in the Master in Service Design at Poli. Design in Milan, [fifth edition 2017-2018].

I'm now working as Senior Service Designer in the Business innovation design department of a Business consulting group. Starting from the contextual research to the prototyping phases, I face every challenge with a human-centred design approach. As Senior Designer I manage small group as well as multidisciplinary team for complex projects.

In partnership with the Polidesign Mastercourse and the EU Policy Lab, I've developed a future-design concept as a part of the "The Future of Government 2030+" project. A Citizen Centric Perspective on future government models. Former founder of Darkmoto Studio, a Design studio and a Co-working concept.

Professional experiences

Senior Service Designer • [Open Knowledge](#)

Since April 2018

I'm in charge of designing services and research plan, with the aim to improve user experiences in the case of complex systems. Providing creative solutions to challenges through design thinking approaches in order to meet both the user expectations and business objectives.

Responsible for both the qualitative and quantitative research, service evaluation, the design of new business models and development of co-designed projects with different stakeholders through design sprints and co-creative workshops with client or services users.

I plan the project design phases, the team management, I use to be the main design reference with the client.

Clients: Vodafone, Unipol, Generali, Corneliani, Poste Italiane, Certilogo

Service Designer & Academic Tutor • Master in Service Design V Edizione • [Poli.Design](#)

Sep 2017 - Apr 2018 [go to projects](#) →

As an academic tutor, the main role was to manage the class and the relationship between the students and the academic board. Responsible for internal and external communication. Professors assistant. Supporting the class in helping to keep an overview of the complexities required during the workshops. Supporting the maintenance of a constructive and positive atmosphere and guiding the class during the workshops activities.

Clients: Gruppo Iren, Coop, Capgemini, Eataly.

Design studio Co-Founder - Darkmoto Studio - Creative agency

Jun 2013 - Dec 2016 [go to projects](#) →

Co-founder of DarkmotoStudio, design consultant. Darkmoto Studio is a unique arts&crafts agency and creative open-space. Specialised in Brand identity and design strategy, Visual Communication Design, User Interface and User Experience design.

As a senior designer I was responsible for brand strategy, facilitating creative workshops in order to help clients to define the new brand value proposition. Responsible for the design of Ux&Ui, wireframes and interface design, as well as the definition of visual elements according to the brand values.

Art Director - Jolie Advertising Srl

Feb 2017 - Sep 2017

Design director, I was responsible of the design and deployment of platform, ad campaign, visual communication and branding. Manager of the design team.

Production Manager - Lino's Type - Sharazad srl

Sep 2012 - Sep 2013

Lino's Type is an innovative concept space, where new technologies and old letterpress typography meet. I was involved since this business was in its early days. I had the pleasure to learn the typography art directly from Lino, I was trained by him, every machines secrets has been disclosed to me, as well as the type heritage. I was responsible of the production and quality assurance of the printed products and workshops facilitator.

Graphic Designer - Edizioni Corraini

June 2011 - Aug 2012

Responsible for web communication and corporate communication output. Layout design of children's books. Responsible for the production of the line of design products. Setting up exhibitions and fairs.

Product Designer - ExperimentaDesign

Mar 2011 - June 2011 - Lisbona - Portogallo

Collaboration in the organization and design of the exhibition "Ordem de Compra". Outside the exhibition Milan, Amorim Stand and Experimentadesign in Brera.

Education

MA Specializing Master in Service Design - V Ed - [Poli.Design](#) (2017-2018) - Grade 110/110

High education course - Service Design for Business III Ed. Politecnico di Milano (2017)

BA in Product Design - Politecnico di Milano (2004 - 2008), Milano

Specializing Courses

Advanced training course in **Service design for Business** - [Poli.Design](#) (2017)

Type Design - [BAUER](#) Milano (2017)

Future Learn (University of East Anglia) (Mooc) - **The secret power of Brands** (2016) - Prof. Rober Jones - Strategist at Wolff Olins

Brand Management (Mooc) - London Business School (2015)- Prof. Nader Tavassoli

Honors & Awards

Finalist project [go to the project description →](#)

The Future of Government 2030+

A citizen centric perspective on new government models

Mar 2019 ▪ Honor issuer: **European Commission**

Award winning project [go to project description →](#)

CAMBIARE CAMBIANDO: il 1° Hackathon Cooperativo a Milano

Jan 2019 ▪ Honor issuer: **Legambiente**

References

In the last months I had the pleasure to work with Giovanni Roccabianca in working on a project of Service Design in a collaboration between Sketchin, Bip and Open Knowledge.

Giovanni as a service designer has shown himself to be competent and very proactive, he is doing his job with fairness and precision, by offering himself to cooperate and finding solutions for extra unexpected design requests from the customer. His skills and experience confirm a seniority as a mid-senior designer.

Milan, July 2nd 2018

Serena Tonus, Experience Architect ▪ Sketchin ▪ serena.tonus@sketchin.ch

Bibliography

Readings that have inspired me

Yuval Noah Harari **Homo Deus** ▪ Donald Norman **Living with complexity** ▪ Thaler, Sunstein **Nudge**

Edward Hall **Hidden dimension**

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