

GIOVANNI ROCCABIANCA

Service & Strategic Designer



Contact & Portfolio

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date of birth -> 15 December 1985

Milano (Italy)

Portfolio giovanniroccabianca.com - [linkedin.com](https://www.linkedin.com/in/giovanniroccabianca)

Languages

Italian - English C1 (Certified)

Specialized in Service & Strategic Design, former academic tutor in the Master in Service Design at Poli.Design in Milan, [fifth edition 2017-2018], I have worked for important business consultancies and design agencies specialized in customer experience and digital transformation. I led projects for different business units including marketing, CRM, Ops, IT, and in different industries such as Telco, GDO, Energy provider, Construction, Finance. As a Lead Designer, I manage junior teams of junior designers as well as a multidisciplinary teams 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

- **Lead Service Designer - [Publicis Sapient](#)**
June 2021
Lead Designer, specialized in delivering Customer Experience and Digital Transformation project for multinational companies.
- **Senior Consultant - Service & Strategic Designer - [Open Knowledge](#)**
April 2018 - June 2021
Project lead in delivering service and product design concepts.
Responsible to manage all the project activities, keep track of the performance, the quality of the design delivery, budget management and team allocation.
In charge of delivering business development and technical documentation to answer requests for proposal. Managing and monitoring the effort and project team allocation and cost tracking. As a mentor, I have the responsibility to lead the design team, understand the values of each one, guide them to overcome challenges and motivate them in order to keep a positive mood.
Clients: AXA, Microsoft, Poste Italiane, BPER Bank, Eon, ENEL, Vodafone Italy, A2A service provider, Unipol Group, Generali Group, Cornelian, WeBuild
- **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. 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 workshop's activities.
Clients: Iren Group, Coop, Capgemini, Eataly.

- **Design Director** ▪ Jolie Advertising Srl
Feb 2017 - Sep 2017
I was responsible of the design and deployment of platform, ad campaign, visual communication and branding. Manager of the design team.
- **Co-Founder** ▪ Darkmoto Studio - Creative agency
Jun 2013 - Dec 2017 [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.
I was responsible for brand strategy, facilitating creative workshops in order to help clients to define the new brand value proposition.
- **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 responsible of the production and quality assurance of the printed products and workshops facilitator.
- **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
Involved in the design of exhibitions.

Education

MA Specializing Master in Service Design - V Ed ▪ [Poli.Design](#) (2017-2018) ▪ Grade 110/110
High education course - Service Design for Business [Poli.Design](#) (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 - 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: **Lega delle cooperative**

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Giovanni Roubianca