

A Strategic Designer, I help organisations transform and innovate through systemic thinking and data informed change. With over 20 years' experience, I've been working for global brands across industries and markets, in collaboration with leading design agencies and consultancies.

Experience

Leadership

Designing, building and leading teams is the defining element of my career. From the very beginning of the web, when building teams was also about defining the taxonomy for the job, to setting up and leading agile teams for today's competitive landscape. As a design leader for complex, global organisations, I define the culture, methodology, and go-to market strategies as well as being an advocate for design-driven system thinking.

Strategic Business Service Design

I've been working across the EU on business-defining projects, helping organisations in solving exciting challenges through the definition of strategies, business initiatives, and the design of products and services.

I support change within organisations by applying system thinking and design thinking as tools to reframe challenges as well as facilitating buy-in from all stakeholders.

My analysis is data informed, and I foster a multidisciplinary, multicultural collaborative approach at all levels of the design process.

Experience Design

I design human-centered omnichannel experiences across industries and markets, both for consumers and B2B solutions. I've been working at the definition and design of solutions, helping brands successfully communicate, establish and strengthen their relationship with a global audience.

Positions

I've been working for some of the major consultancies and design agencies, including the following selection.

LinkedIn: <https://linkedin.com/in/apianabianco>.

2017 – present
**Strategic &
Experience
Design Director**
Deloitte Digital
Milan, Italy

2014 – 2016
**Service
Design Director**
Fjord (Accenture)
Milan, Italy

2013
**Mobile UX
Product Owner**
Mr Green
Malta

2008 – 2010
**Information
Architect**
Teachers TV (Ten Alps)
London, UK

2005 – 2008
**Digital Projects
Lead**
Dorna Sports (MotoGP.com)
Barcelona, Spain

Freelance Gigs

Agency Republic
London, UK

AKQA
London, UK

Brand Union
London, UK

Fjord
Madrid, Spain

Friday
London, UK

Huge
London, UK

Radical
London, UK

Virgin Media
London, UK

Methodologies Industries Clients

In supporting my clients, I use methodologies and tools, such as Scenario Planning and Competitive Landscape Mapping & Benchmarking, Service Blueprints Mapping, Value Proposition Design, Envisioning Workshops, Field Research, Speculative Design, Rapid Prototyping Design, War Rooms Set Up & Facilitation, Customer Journeys Mapping, among others.

AUTOMOTIVE

FCA

Italy

Ferrari

Italy

Lamborghini

Italy

Maserati

Italy

OCTO Telematics

Italy

Pirelli

Italy

Stellantis

Italy

TELCO

Telecom Italia

Italy

Vodafone Italia

Italy

TRAVEL & LEISURE

Alpitour

Italy

Costa Crociere

Italy

MSC Cruises

Italy

CONSUMER PRODUCTS & RETAIL

Atelier Emé

Italy

Calzedonia

Italy

Danone

UK

Eastpak

UK

Intimissimi

Italy

Nike

UK

Tezenis

Italy

Tissot

Switzerland

GAS & POWER UTILITIES

Engie

Belgium, France, Italy

ENI

Italy

Eon

Germany, Italy

RePower

Italy

Sorgenia

Italy

MEDIA

Dorna Sports

Spain

Viaden

Belarus, UK

Virgin Media

UK

FINANCIAL SERVICES

Agos

Italy

Bancomer

Mexico

Bapr

Italy

BBVA

Spain

BCC

Italy

Cofidis

Italy

Eurobank

Greece

Fideuram

Italy

ING

Poland

Intesa Sanpaolo

Italy

Mediolanum

Ireland

Sabadell

Spain

Unicredit

Italy, Poland, Slovakia

FASHION & LUXURY

Cucinelli

Italy

Prada

Italy

Richemont

Switzerland

GAMING

Mr Green

Malta

Sisal

Italy

HEALTHCARE & PHARMACEUTICALS

Boehringer Ingelheim

Switzerland

Jenssen

Italy

Menarini

Italy

Nobel Biocare

Switzerland

Pfizer

Italy

INSURANCE

Atradius

Netherlands

Fideuram Vita

Italy

Generali

Italy

Intesa Sanpaolo Vita

Italy

Sace

Italy