

Alessandro L. Piana Bianco

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I've been helping organizations transform digitally for over 20 years, from the design of digital products and omnichannel services, to strategy definition and supporting cultural change.

Domains

Agile Leadership

Scrum Alliance®
Certified Agile Leadership

Leading in-house and external design/cross-functional teams, as *product owner* and *design lead*. I use an *Agile* approach and *Design Sprints*. I favour rapid prototyping in compact cycles for fast feedback ↔ iteration loops to guarantee constant and frequent delivery.

I develop highly adaptive and effective teams, fostering collaboration and dependability, providing clear individual goals. I believe in a transparent and timely communication, supporting a constant alignment with the project scope *and* the business strategy.

Strategic & Business Design

LEGO® SERIOUS PLAY®
Trained LSP Facilitator

Helping organizations in solving complex strategic challenges, using design techniques such as *human-centered* research, design critique, rapid prototyping and iterations, in combination with strategic thinking tools such as futures thinking, scenarios planning, and the analysis of internal and external trends.

Service Design & Product Direction

Scrum Alliance®
Certified Agile Product Owner

Working together with companies to enforce business and digital transformation programs through the design of valuable and competitive customer experience.

Exposing the existing service map from the point of view of the customer, I provide product owners with the insights required to define an *experience roadmap* supporting change in the business model, and the service delivery.

I have extensive international experience in *direct* and *indirect* research, including: service safaris, shadowing, field research, trends reframing, personas design, empathy mapping, interviewing customers and stakeholders, as well as planning, designing, and running co-creation workshops.

Experience Design

Solid experience organizing information across complex systems, and channels, through metadata definition and taxonomies design to optimize most relevant content's findability, retrieval, display, and accessibility.

I defined information recommendation logic for rich-media content platforms, as well as designing concept UI to support structured + unstructured + GIS data integration.

Over fifteen years' experience in designing *UX* and *Interaction Design* patterns for public web — B2C, B2B, B2B2C — as well as company intranets, and behind a paywall platforms.

Experience

February 2017 – present

Experience Design Director

Deloitte Digital
Milan, Rome (Italy)

Leading 40+ designers across two studios, contributing in shaping the company digital culture through the definition of Deloitte Digital design offer including Strategic, Business, Service Design as well as the planning, design, development, measurement of Customer Experience solutions and the design of digital channels.

Driving strategic design initiatives for complex digital transformation projects, I've helped establishing Deloitte Digital Italy as a major player in the national market, extending its market footprint by successfully pitching to clients and partners.

2014 – 2016

Service Design Director

Fjord (Accenture)
Milan, Italy

After leading prominent service design projects for the financial services sector for Fjord Madrid, I've been asked to set up and run the first Italian presence for Fjord.

Running the design practice for Fjord Italy, I grew the studio from zero to over ten designers in a year time, successfully running projects across industries in Italy, Greece, Spain, the Netherlands.

2013

Mobile UX Product Owner

Mr Green
Malta

For Mr Green online casino, I defined the global mobile experience leading the user experience team and designing a new content offer for the company main product.

2010 – 2013

Experience Design consultant

London, UK

As a freelance Experience Design consultant, I've been working for major design and communication agencies on global projects for leading brands.

2008 – 2010

Information Architect

Teachers TV (Ten Alps)
London, UK

Working for Teachers TV, I've been leading the redesign of the information architecture of the whole media catalogue for the service providing videos for the professional development of the UK education workforce.

I worked at the metadata redesign for moving video content from cable tv to digital channels, as well as the recommendation logic and search retrieval rules and result pages design for Teachers TV web site.

2005 – 2008

Digital Projects Lead MotoGP

World Championship (Dorna Sports)
Barcelona, Spain

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Freelance Gigs

2010 - 2016

Design Studios/ Comm. Agencies

Agency Republic

London, UK

AKQA

London, UK

Brand Union

London, UK

Fjord

Madrid, Spain

Friday

London, UK

Huge

London, UK

Radical

London, UK

Ten Alps

London, UK

Virgin Media

London, UK

Collaborations

Academia & Institutions

Politecnico Milano

Design Thinking for Business

Observatory

2017-2019

Politecnico Milano

Rethink! Service Design

Stories

2018

Lecturing

Tor Vergata University,
Rome

Master CESMA

Customer Experience and

Social Media Analytics

2015

Languages

I'm fluent in:

English

French

Italian

Spanish (Castilian)

Clients

Target markets/global
project.

AUTOMOTIVE

Alfa Romeo, Jeep

(FCA)

France, Germany, Italy,

Spain, UK

Ferrari

(FCA)

Global

Lamborghini

Global

Magneti Marelli

Global

Pirelli

Germany, Italy

CONSUMER PRODUCTS & RETAIL

Amplifon

Italy

Calzedonia

Global

Danone

EU

Diesel

(OTB)

Global

Eastpak

(VF Corporation)

EU

IKEA

Italy

Nike

Global

Swatch

(Swatch Group)

Italy

INSURANCE

Atradius

Global

Axa

Italy

Generali

Italy, Global

Sace

Italy

FINANCIAL SERVICES

Argos

Italy

BBVA

Spain

Bancomer

(BBVA)

Mexico

Cofidis

Italy

Danske Bank

Denmark

Deutsche Bank

Italy

Eurobank

Greece

Fideuram

(Intesa SanPaolo)

Italy

ING

Poland

Intesa SanPaolo

Italy

Nexi

Italy

Banco Sabadell

Spain

Banco Santander

Spain

Unicredit

Germany, Italy, Poland

GAMING

Mr Green

EU

HEALTHCARE & PHARMACEUTICALS

Boehringer Ingelheim

Italy

Johnson & Johnson

Global

Nobel Biocare

Global

Pfizer

Global

LUXURY GOODS

Bulgari

Global

Ferragamo

Global

Prada

Global

Tissot

(Swatch Group)

Global

MEDIA

Dorna Sports

Global

Mediaset

Italy

Sky

Italy

Viaden

Global

Virgin Media

UK

TELCO

Telecom Italia

Italy

Vodafone Italia

Italy

TRAVEL & LEISURE

MSC Cruises

Global

Silversea Cruises

Global

UTILITIES

CAP

Italy

Engie

Belgium, France, Italy

E.ON

Global, Italy

RePower

Italy

Sorgenia

Italy