

Alessandro L. Piana Bianco

Strategic Design & Product Leader | VP/Director level | AI + Trust (Agentic UX, Identity, Privacy) | ex Deloitte Digital, Fjord/Accenture Song, Globant

Turin, Italy (EU citizen) | EU/UK/MENA mobility (relocation + travel) | Hybrid/Remote/On-site
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Executive Summary

Strategic design executive with 20+ years leading complex, trust-critical digital products and services across Europe and the Middle East. I align strategy, delivery, and governance so teams can move fast without losing quality — with deep expertise in regulated and high-stakes domains (finance, identity, smart cities, health, utilities/energy).

Leadership Highlights

- Built and scaled teams and practices: founded Fjord Italy; led 30+ designers at Deloitte Digital; led multicultural distributed teams at Globant across EU and MENA.
- Governance at scale: design systems, critique rituals, pattern libraries, and lightweight quality gates that prevent drift under pressure.
- Executive alignment at pace: 250+ workshops and decision forums to converge on priorities, constraints, and measurable outcomes.
- AI + trust: AI/ML-supported experiences (personalisation and intelligent service flows) and ongoing work on Agentic Experience (AX) — control, transparency, recovery, and safe defaults.
- Cross-border leadership: delivery across EU, UK, and MENA; multilingual stakeholder management (English, Italian, Spanish, French).

Core Capabilities

Strategy & product direction (vision, proposition, roadmaps, OKRs/KPIs) | Experience design (service design, journeys/blueprints, interaction/UI direction) | Design systems & governance (tokens, patterns, adoption) | Research & insight (field, qual, usability, synthesis) | Trust (privacy-by-design, identity, high-stakes flows) | AI-enabled UX (conversational/agentic patterns, uncertainty, guardrails)

International Footprint

Italy (Turin, Milan, Rome) | Spain (Barcelona, Madrid) | United Kingdom (London, Liverpool) | Malta | Switzerland (Geneva) | KSA (Riyadh) | UAE (Abu Dhabi)

Professional Experience

Independent Consultant - Strategic Design Executive | EU/UK/MENA (Hybrid) | Sep 2025 - Present

- Executive advisory and hands-on leadership across product strategy, experience direction, operating models, and design governance in multi-market and regulated contexts.
- Lead discovery-to-direction programmes: research planning, stakeholder alignment, journey mapping/service blueprints, and roadmaps aligned to OKRs/KPIs.
- Shape AI opportunities with trust-by-design constraints: guardrails, control/transparency patterns, and recovery paths for sensitive journeys.

Product & Strategic Design Director | Globant | Madrid, Spain & MENA (Hybrid/Distributed) | Sep 2022 - May 2025

- Directed strategic design and end-to-end delivery of digital products and omnichannel services (web and native), from discovery through launch and iteration.
- Partnered with Product, Engineering and Data/AI teams to translate business goals and technical capability into user-centred solutions and measurable outcomes.
- Built and led multicultural distributed teams; established reviews, delivery rituals, and design ops practices to improve consistency and execution.

Director, Strategic & Experience Design | Deloitte Digital | Milan, Italy (Hybrid) | Feb 2017 - Sep 2022

- Directed multidisciplinary teams on large-scale digital transformation programmes across financial services, retail/luxury, travel, telecom and media.
- Managed 30+ designers; maintained quality through standards, coaching, and a strong critique culture.
- Aligned executives on ambition vs feasibility; improved decision clarity and accelerated delivery.
- Introduced measurable design practices (hypotheses, experiments, adoption/activation metrics).

Service Design Director | Fjord (Accenture Song) | Milan, Italy (On-site) | Oct 2014 - Jul 2016

- Founded the Fjord Italy studio and built the early team and delivery model.
- Led service and experience design across multi-stakeholder programmes, from concept framing through delivery support.
- Delivered research, ecosystem maps, journeys, service blueprints, MVP roadmaps, and operating playbooks.

Earlier career (selected) | UK/EU | 2005 - 2014

- Service Design Lead (Contract) - Fjord (Madrid) | 2014
- Mobile UX Product Owner (Contract) - Mr Green (Malta) | 2013
- Information Architect - Teachers TV / Ten Alps (London): IA, taxonomy/metadata, content governance, search/retrieval concepts | 2008 - 2010
- Digital Lead / Project Lead / Information Architect - Dorna Sports (MotoGP.com) (Barcelona) | 2005 - 2008
- Selected consulting engagements (2010 - 2014): AKQA (Nike), Huge (Unilever), Brand Union, Friday, Radical, Virgin Media, and others.

Selected Clients (sample)

Financial services: Santander, BBVA, ING, Intesa Sanpaolo, UniCredit, Generali, Danske Bank, Eurobank, Banco Sabadell.

Luxury/retail: Prada, Bulgari, Dolce & Gabbana, Ferragamo, Valentino, VF Corporation, Nike.

Travel/leisure: MSC Cruises, Costa Crociere, Silversea, Alpitour, Miral (Abu Dhabi), Qiddiya and Diriyah Gate Development Authority (KSA).

Utilities/energy: Engie, E.ON, Eni, Wood Mackenzie.

Automotive: Ferrari, Lamborghini, Maserati.

Education & Certifications

Master in Game Design - IED (Milan) | Media Studies - University of Turin | Certified Agile Leadership (Scrum Alliance) | Certified Agile Product Owner (Scrum Alliance) | LEGO SERIOUS PLAY Facilitator

Languages

Italian (native) | English (fluent) | Spanish (fluent) | French (fluent)

Work Authorisation & Preferences

EU citizen (EU work authorisation). Open to roles and engagements across EU, UK and MENA. Relocation-friendly and comfortable with hybrid/remote/on-site models.