

# Alessandro Piana Bianco

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As an accomplished *Design Strategist* and *Product Director*, I excel at leading both transformative programs and the rapid development of innovative products and services, marked by a profound ability to merge data-driven insights with a human-centered design philosophy. With over twenty years of dedication, my career has been characterized by delivering strategic, user-centric solutions that have significantly impacted global organizations across diverse sectors, particularly within the EU and MENA regions.

My proficiency extends beyond *Experience Design* into the sophisticated realm of *Product Strategy* and development. Here, I have adeptly guided products from their initial conception to achieve remarkable market success, demonstrating a seamless blend of strategic foresight and hands-on product management. This duality of expertise ensures the creation of digital products and services that not only resonate deeply with users but also achieve critical business goals.

My international experience is further enriched by my fluency in *English, French, Spanish, and Italian*, enabling effective cross-cultural communication and collaboration. This multicultural and multilingual capacity has been pivotal in leading diverse teams and projects across geographical boundaries, cementing my status as a visionary leader in the digital product and design domain.

## Domains

### Product Direction 10+ years

As a Product Director, my expertise encompasses leading cross-industry product design and development initiatives, with a significant focus on crafting bespoke solutions that address complex market challenges.

**Cross-Industry Leadership:** Spearheaded product design and development across sectors. Specialized in bespoke solutions for complex market challenges.

**Travel & Leisure in MENA & EU:** Defined and guided product strategies, launching digital services that enhanced customer experience and operational efficiency.

**Smart Cities Initiatives:** Led the design and implementation of integrated digital-physical systems, elevating urban living and governance standards.

**Media & Entertainment Projects:** Utilized emerging technologies and storytelling to transform user engagement and content delivery.

**Digital ID, Booking & Ticketing Systems:** Developed innovative solutions in digital identification, booking, and ticketing, streamlining processes and improving user access and security through biometrics and integrated fraud prevention solutions.

### Strategic Design 10+ years

In my role as a strategic design leader, I have consistently focused on leveraging data-driven insights to foster human-centric innovation across a spectrum of industries.

**Data-Driven Innovation:** Championed the use of data insights to drive human-centric innovation across industries.

**Integrated Design Approach:** Combined human-centered research, design critique, rapid prototyping, and iterative development with strategic tools like futures thinking and scenario planning.

**Financial Services Expertise:** Led the design of digital banking products for retail, corporate, and private clients, integrating advanced technologies and design principles to enhance the banking experience.

**End-to-End Project Leadership:** From conceptualization to execution, ensured digital solutions exceeded user expectations, met business goals, and complied with regulations, showcasing my ability to lead in the financial sector with innovative products improving user engagement, security, and functionality.

LEGO® SERIOUS PLAY®  
Trained LSP Facilitator

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## Team Leadership

15+ years

Scrum Alliance®  
Certified Agile Leadership

Scrum Alliance®  
Certified Agile Product Owner

In my leadership roles, I've excelled in guiding in-house and external teams, employing Agile methodologies and Design Sprints to emphasize rapid prototyping and iterative development for continuous improvement.

**Agile & Design Sprint Mastery:** Leveraged Agile methodologies and Design Sprints for rapid prototyping and iterative development, fostering continuous improvement.

**Team Building & Management:** Founded Fjord Italy studio in Milan and managed large design teams at Deloitte Digital, with oversight of over 30 designers.

**Remote Team Leadership:** At Globant, currently lead remotely distributed, multidisciplinary teams across various time zones, emphasizing clear communication and strategic alignment.

**Strategic Execution:** Demonstrated proficiency in forming, leading, and propelling teams to achieve exceptional outcomes in complex environments, focusing on adaptability and collaboration.

## Service & Experience Design

20+ years

With over twenty years in Service and Experience Design, I've mastered the organization of information across complex systems, enhancing content findability and accessibility through innovative taxonomy designs.

**Two Decades of Mastery:** Over 20 years of experience in Service and Experience Design, specializing in the organization of information across complex systems to improve content findability and accessibility.

**Taxonomy & Recommendation Logic:** Innovated taxonomy designs and developed recommendation logic for rich-media platforms, enhancing user experience.

**UI and UX Design:** Crafted intuitive UIs for seamless data integration and designed UX and interaction patterns for a wide range of digital platforms, including B2C, B2B, and B2B2C web services, company intranets, and exclusive platforms.

**User-Centered Solutions:** Consistently delivered engaging digital experiences by focusing on user-centric design principles across various platforms.

## Positions

Below is an overview of key roles I have held in my career. For a comprehensive view of my professional history, please visit my LinkedIn profile: <https://linkedin.com/in/apianabianco>

Sep 2022 – present  
**Product & Strategic Design Director**  
Globant  
Madrid, Spain / MENA

Feb 2017 – Sep 2022  
**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 Lead**  
Dorna Sports  
Barcelona, Spain

DESIGN AGENCIES & 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

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## Clients

Throughout my career, I have had the privilege of working both in-house and with agencies across various industries and markets. Presented below is a curated list of clients and agencies I have collaborated with.

### TRAVEL & LEISURE

**Aplitour**  
Italy

**Costa Crociere**  
Italy

**Diriyah Gate Development Authority**  
KSA

**Explora**  
Italy

**Costa Crociere**  
Italy

**Miral**  
UAE

**MSC Cruises**  
Italy

**Seven**  
KSA

**Silversea**  
Monaco

### TELCO

**Telecom Italia**  
Italy

**Virgin Fibra**  
Italy

**Vodafone Italia**  
Italy

### MEDIA & ENTERTAINMENT

**Dorna Sports**  
Spain

**Liga Tech**  
Spain

**Sky**  
Italy

**Viaden**  
UK, Belarus

**Virgin Media**  
UK

### AUTOMOTIVE

**Alfa Romeo**  
Italy, France, Germany, Spain, UK

**Ferrari**  
Italy

**Jeep**  
Italy, France, Germany, Spain, UK

**Lamborghini**  
Italy

**Maserati**  
Italy

**OCTO Telematics**  
Italy

**Pirelli**  
Italy, Germany

### CONSUMER GOODS & RETAIL

**Atelier Eme**  
Italy

**Bata**  
Switzerland

**Calzedonia**  
Italy

**Danone**  
UK

**Eastpak**  
UK

**Illy**  
Italy

**Intimissimi**  
Italy

**Nike**  
UK

**Swatch**  
Switzerland

**Tezenis**  
Italy

**Tissot**  
Switzerland

### FASHION & LUXURY GOODS

**Bulgari**  
Italy

**Cucinelli**  
Italy

**Dolce & Gabbana**  
Italy

**Ferragamo**  
Italy

**Poltrona Frau**  
Italy

**Prada**  
Italy

**Richemont**  
Switzerland

**Zegna**  
Italy

### GAMING

**Mr Green**  
Malta

**Sisal**  
Italy

### HEALTHCARE & PHARMACEUTICALS

**Boehringer Ingelheim**  
Italy

**Janssen**  
Italy

**Kayanee**  
KSA

**Menarini**  
Italy

**Nobel Biocare**  
Switzerland

**Pfizer**  
Italy

### FINANCIAL SERVICES

**Agos**  
Netherlands

**Atradius**  
Netherlands

**Bancomer**  
Mexico

**BCC**  
Italy

**Bapr**  
Italy

**BBVA**  
Spain

**Cofidis**  
Italy

**Eurobank**  
Greece

**Fideuram**  
Italy

**Generali**  
Italy

**ING**  
Poland

**Intesa SanPaolo**  
Italy

**Mediolanum**  
Italy

**Sace**  
Italy

**Sabadell**  
Spain

**Santander**  
Spain

**Unicredit**  
Italy, Poland

### UTILITIES

**Engie**  
Italy

**RePower**  
Italy

**Sorgenia**  
Italy