



CREATIVE DESIGNER

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I'm a Creative Designer keen on **designing experiences, services and products** with compelling storytelling and communication skills. I believe in the **human-centred design approach** to design better futures driven by inclusive and meaningful interactions. I'm passionate about complex systems and finding powerful solutions for business and society using a different perspective. I cultivate curiosity and lateral thinking to **untangle complex knots**, always adding a touch of poetry to the creative process. I love leading teams with a collaborative spirit and **positive attitude to challenge the status quo** and innovate, reaching tangible solutions for human beings.

WORK EXPERIENCE

UX & Service Design Assistant Manager at KPMG

Milan | 06.2023 - present

INTESA SANPAOLO | FINANCE & BANKING

Redesign of HR Operations processes to improve employee services

I'm redesigning HR Operations processes to increase operational efficiency and optimise the employee experience, leveraging technologies like chatbots and smart OCR. The project starts with mapping the as-is Journeys to analyse workflows, identify pain points, and highlight areas for improvement through demos and stakeholder interviews. It then moves to design to-be Journeys, focusing on eliminating redundancies, integrating processes, and introducing automation for a seamless flow. Finally, a detailed prototype is designed and validated through user testing to refine the solution before development.

Design of the onboarding process for new employees

I participated in designing an innovative digital signature process for documents, adopting a fully paperless and seamless approach within the candidate onboarding journey. This required close coordination with both the development and legal teams. I conducted a comprehensive analysis of the entire workflow to address the diverse requirements of various stakeholders involved in the process. By adopting a systemic approach, I delineated a seamless omnichannel employee experience and optimized internal HR process management models.

REGIONE LOMBARDIA | PUBLIC ADMINISTRATION

Design of the ecosystem for the Fascicolo Sanitario Elettronico of the Regione Lombardia

I'm managing the design team that is responsible for the design of new cross touchpoint services and the redesign of existing services for the FSE of the Regione Lombardia, with a focus on usability and accessibility aspects according to the AGID guidelines for PAs. I'm then managing different project streams, monitoring the timeline and cooperating with different stakeholders and development teams.

POLITECNICO DI MILANO | INNOVATION

Workshop facilitator and Speaker

I designed and facilitated several workshops for the Design Thinking for Business Observatory at Politecnico di Milano, leading ideation and prototyping sessions and promoting the development of creative solutions. Additionally, I served as a co-speaker during these sessions, actively contributing to the presentation of content and participant interaction.

Senior UX & Service Designer at Tangity, NTT Data

Milan | 10.2017 - 06.2023 | 5 yr. 8 mos.

CLEMENTONI, LUXY, FASTWEB, PIAGGIO, ELICA, GEWISS | INDUSTRIAL DESIGN

Research and Product Development

I worked in the multidisciplinary R&D team for developing new products. I was responsible for market research and identifying new trends and customer needs. I took part in the brainstorming sessions to create concepts and design new solutions and define a market and adoption strategy. I handled client relationships managing presentations and progress meetings.

ADEO AND LEROY MERLIN | HOME RETAIL

Design of new processes for Warehouse Operations

I managed the entire domain of in-store operations (from goods receiving to customer delivery), working closely with the French design team and the Russian dev team. I played both a strategic role by bridging the different BUs needs and an operational role by designing new experiences. I carried out shadowing activities, conducted interviews and user tests, mapped processes and created detailed wireframes.

AGOS | FINANCE

Design of the New Agos App

I designed the new Agos app that combines the ten pre-existing apps into a unified, innovative experience. I worked using the agile method supporting the client in making decisions. I prepared workshops and conducted interviews. I defined the customer experience by creating workflows, wireframes and interactive mock-ups.

LEONARDO | AEROSPACE, DEFENCE & SECURITY

Design of Enhanced HMI for Remotely Piloted Aircraft Systems

I worked on designing an innovative experience for unmanned systems to support operators in the Ground Control Station in the mission plan management integrating 2D and 3D tactical pictures. I managed the whole project leading UX/UI phases and conducting meetings with the client and the technical side. I created the interactions with the 3D elements ensuring consistency with the NATO military standards.

Augmented Reality for Ground Stations

I defined a new scenario for surveillance systems using HoloLens technology, with the intent to show the potential of the immersive experience of AR. I designed a tactical table for mission plan management headed by a commander. I created storyboards, studied the interactions with virtual objects handling tech limits and managed the project.

Design of Enhanced HMI for Manned Aircrafts

I worked on a new mission system interface to integrate on the ATR72 for military maritime surveillance operations starting from the analysis of the aircraft crew. I designed the customer journey, the new skeleton, the IA and detailed wireframes starting from insights emerged during co-creation workshops with military members.

AIDA Research Project | AI & AUTISM

Design of an inclusive technology for autism with a positive impact on people's lives

I contributed to the AIDA (Artificial Intelligence Design for Autism) research project, which aims to help children with ASD and their caregivers to communicate effectively for improving the educational path, by using AI. This project involved desk and field research to deepen understanding of ASD, integrating various design disciplines and collaborating closely with AI specialists and individuals living with ASD. Additionally, I delivered lectures on this topic in the Inclusive Design course at the Politecnico di Milano.

UNICREDIT | FINANCE & BANKING

Design of new processes for UniCredit E2E

I designed the new account opening process for both desktop and mobile platforms, along with the card operations processes for clients and prospects, accessible through self-service or branch channels. Additionally, I developed the cheque management process, integrating ATMs with back-office systems. Utilizing the agile methodology, I supported the client in prioritizing tasks while balancing business constraints and implementing a user-centered design approach. My responsibilities included conducting user interviews, defining the user experience, and collaborating closely with development teams.

Visual Designer at Westwing

Milan | 08.2016 - 10.2017 | 1 yr. 3 mos.

Design of Visual Moods and Textures/Patterns

I designed moods and marketing materials for promotional campaigns creating photorealistic graphics and selecting attractive images. I developed inspirational lifestyle mood boards for the buyer team and contributed to identifying new home trends through workshops, fashion magazines, and trade fairs. Simultaneously, I designed fashionable textures and patterns for textile products, including bedsheets and decorative pillows for Westwing. I oversaw the entire process, from initial brainstorming to final quality control before mass distribution.

Styling and Shooting

I ideated and built interior styling for different photo shootings mixing props and campaign products with the photographer team.

Teaching Assistant at ISIA Roma Design

Rome | 03.2015 - 10.2016 | 1 yr. 7 mos.

Teaching assistant for the university

I assisted in teaching at ISIA Roma (public university) for the course in Design (third-year course in the industrial design Bachelor's degree), following students from the topic presented to the final delivery. I conducted weekly reviews helping students in the ideation phase, the production methods choice and the brand visual communication.

Industrial Designer at PQ Design Group

Rome | 05.2014 - 07.2015 | 1 yr. 3 mos.

XPLORED | VIDEOGAMES

Design of Runimalz Control Board

I collaborated in the design of Runimalz, a hybrid toy integrating a video game, control board, three characters, and a totem. I participated in brainstorming, market trend research, and competitor analysis. I sketched initial ideas, developed concept proposals, and created the 3D prototype with all functional components. I also managed the product's optimization and industrialization. Runimalz, awarded the "European Product Design Award 2018", is exclusively distributed by GameStop.

ALILO | EDUCATIONAL TOYS

Design of Family Toys

I designed a range of educational toys for Alilo, an Asian company, including a pen reader, an audio player, a tablet, and a night lamp. I participated in all stages of the process, from concept ideation to final product validation. I conducted market research on Asian trends and contributed to strategic decision-making. Additionally, I developed 3D models for mass production and market distribution.

EDUCATION

Master's Degree in Systems Design

2013-2015 | ISIA Roma Design
110 Summa cum Laude

Bachelor's Degree in Industrial Design

2010-2013 | ISIA Roma Design
110 cum Laude

HARD SKILLS

Desk & Field research · UX/UI ·
Co-design Workshop · Wireframe ·
Information Architecture · Prototype ·
Accessibility WCAG 2.2 · User test ·
User interview · Inclusive design ·
Service design · Qualitative research ·
Customer Journey · Human factors

SOFT SKILLS

- Team management and teamworking
- Excellent attention to details
- Adapting to different environments
- Strong presentation skills
- Outstanding organisational skills
- Good aptitude to face new challenges
- Flexible and proactive character
- Always motivate to achieve objectives
- Natural inclination to empathy

LANGUAGES

Italian (native) | English (fluent)

SW TOOLS



Figma



Sketch



InVision



Adobe XD



Miro



Mural



Office



Illustrator



Photoshop



InDesign



Inventor



Rhinoceros

COURSES

IDEO U | Leading complex projects | 2022

Politecnico di Milano | Inclusive design | 2022

Nielsen Norman Group | New UX Managers | 2021

AWARDS

Master Thesis | Winner 2017

ADI Design Index Targa Giovani

Master Thesis | Winner 2017

Eccellenze del Design nel Lazio (ADI)

Car Seat Concept | Finalist 2016

Workshop Chicco /Artsana Group

Bachelor Thesis | Winner (First Prize) 2015

National Arts Awards C. Abbado MIUR

Hi-Tech Lamp | Honorable Mention 2014

Hackathon SLAMP by H-Farm

MyEm | Finalist 2012

Samsung Young Design Award Contest



Thank you. If you would like to know more
about me or my projects, please get in touch.