



## Francesco Provenzano

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### ABOUT ME

Design Director (with over 15 years of experience in the field) and Professor of Digital Human Interaction and Design for Digital Retail always commuting between Milan and Turin.

During my working experience I had the chance to follow projects for different clients such as FCA Group, Illy Caffè, Leroy Merlin, Ikea, Banca Sella S.p.a., Costa crociere, Biennale di Venezia, Ministero della Salute and Ministero della Trasformazione, Digitale Iveco, Maserati, Intesa Sanpaolo and many others.

I strongly believe in the power of design as a tool to understand user needs and develop new solutions to improve their everyday lives.

### WORK EXPERIENCE

#### Professor of User experience design

*ISTUD Business School* [ 09/2023 – Current ]

City: Turin

Country: Italy

Professor of the User Experience design course - Master's Degree in User Experience for Inclusive design. During this first year of the course I taught a total of 15 students: the lessons mainly focused on Experience Design applied to inclusive and accessible services. I have deepened aspects such as UX trends, digital design techniques, user research methods, service design tools, design thinking).

#### Design Director

*Accenture Song* [ 09/2022 – Current ]

City: Milan

Country: Italy

During my time as a Design Director, I had the chance to collaborate and manage multidisciplinary teams (mainly composed of Service Designers, UX/UI Designer, Copywriters, Functional Analysts). My work spans across private and public sector, rethinking experiences and design digital solutions for large corporates and government as well as small companies. In the course of these years I have followed projects for clients such as Ministero della Salute, Ministro della Giustizia, INAIL, NeN and Ferrero.

- Manage multiple projects/tasks of varying complexities;
- Coordinate multidisciplinary teams and support each member by; helping them develop their skills and competences;
- Create design proposals and strategic presentation documents for clients;
- Facilitating and developing Design Thinking workshops and co-creation/co-design sessions with final users (develop insights about customer needs, expectations, pain points and opportunities);
- Participate in every phase of the design process: from design research, concept development, service blueprinting to getting to pilot;
- Utilize human centered design methodology to drive iterative research, design, prototyping and testing activities in concert with multi-function and multi- disciplinary teams.

#### Professor of Design for digital retail

*Politecnico di Torino* [ 09/2021 – Current ]

City: Turin

Country: Italy

Professor of the Design for digital retail course - Bachelor's Degree in Design and Visual Communication. During this first year of the course I taught a total of 150+ international students: the lessons mainly focused on Service Design applied to e-commerce services. I have deepened aspects such as e-commerce trends, digital design techniques, user research methods, service design tools, digital prototypes).

- Create a program that includes theoretical and practical lessons (team projects, classroom activities);
- Handle themes such as: research, ideation, implementation and prototyping, creation of cross-channel services, development of seamless interactions, user experience and user interface;
- Revise students' e-commerce projects (digital products such as websites and apps developed from a specific design challenge).

**Professor of Human Digital Interaction**  
*Politecnico di Torino* [ 09/2019 – Current ]

**City:** Turin  
**Country:** Italy

Professor of the Human Digital Interaction course - Master's Degree in Systemic Design. During the years of the course I taught a total of 400+ international students: the lessons mainly focused on fundamentals of User Experience and User Interface (user research methods, double diamond approach, information architecture, digital prototypes, usability test). I supervised 20+ MA theses on topics such as digital interaction design, UX/ UI, Service Design (applied in contexts such as education, health, mobility, culture).

- Create a program that includes theoretical and practical lessons (hackathon, design sprints, team projects, classroom activities);
- Organize speeches and live talks with digital professionals (marketing specialists, digital communication experts, service designers) in order to provide students the best learning experience and the opportunity to meet with experts in the field;
- Revise students' projects (digital products such as websites and apps developed from a specific design challenge).

**Founder & Head of Business Strategy**  
*TIDE - This is Digital Experience* [ 12/2020 – 01/2023 ]

**City:** Rome  
**Country:** Italy

Founder of TIDE - This Is Digital Experience, a digital community which aims to promote digital culture through social media (Instagram, Facebook, LinkedIn, Medium). This extra project was born as a space to experiment and create contamination between students and experts in the field of digital design.

- Coordinate multidisciplinary teams, mainly composed of service and UX designers, marketing and social media specialists, copywriters and storytellers, visual and UI designers;
- Development of social business strategy;
- Content creation and editorial planning;
- Editorial planning.

**Design Director**  
*Fjord, Part of Accenture* [ 01/2019 – 08/2022 ]

**City:** Milan  
**Country:** Italy

During my time as a Design Director, I had the chance to collaborate and manage multidisciplinary teams (mainly composed of Service Designers, UX/UI Designer, Copywriters, Functional Analysts). My work spans across private and public sector, rethinking experiences and design digital solutions for large corporates and government as well as small companies. In the course of these years I have followed projects for clients such as Ministro della Trasformazione Digitale, INPS, Nexi, Maserati, Moncler and Intesa SanPaolo.

- Manage multiple projects/tasks of varying complexities;
- Coordinate multidisciplinary teams and support each member by; helping them develop their skills and competences;
- Create design proposals and strategic presentation documents for clients;
- Facilitating and developing Design Thinking workshops and co-creation/co-design sessions with final users (develop insights about customer needs, expectations, pain points and opportunities);
- Participate in every phase of the design process: from design research, concept development, service blueprinting to getting to pilot;
- Utilize human centered design methodology to drive iterative research, design, prototyping and testing activities in concert with multi-function and multi- disciplinary teams.

## **Judge**

**CSSDA - CSS Design Awards** [ 01/2018 – Current ]

**Country:** United States

As a member of the Judging Panel for the CSS Design Awards - a leading international platform that honors creativity within the field of web design - it's my job to select and evaluate websites and apps from all over the world.

## **Experience Design Director**

**Domino - Proudly Interactive** [ 12/2017 – 01/2019 ]

**City:** Turin

**Country:** Italy

During my time as an Experience Design Director, I had the chance to work for clients such as Biennale di Venezia, Costa Crociere, Iveco, FCA Group, Museo del Cinema (Torino Musei, MAO, GAM), BCube, Embraco, Volkswagen, Petronas, CNH industrial, Comau.

- Coordinate multidisciplinary teams, mainly composed of service and UX designers, marketing and social media specialists, visual and UI designers, Google Analytics experts;
- Support each team member by helping them develop their skills and competences;
- Social Media Management (competences as Google Analytics expert) and digital, strategies development;
- Development of Project Management skills;
- Participate in every phase of the design process: from design research, concept development, service blueprinting to getting to pilot.

## **UX & CX Lead**

**Domino - Proudly Interactive** [ 01/2016 – 12/2017 ]

**City:** Turin

**Country:** Italy

As UX & CX Lead I have developed the ability to build and maintain strong working relationships with colleagues, clients, and key stakeholders.

- Lead multi-disciplinary teams and support each team member by helping them develop their skills and competences;
- Mentoring and talent development;
- Knowledge and professional experience using service design methods: interviews;
- with experts, user interviews, surveys, territory mapping, definition of insights;
- Strong interpersonal skills and relationship management, both within and outside the organisation.

## **Senior UX & Service Design**

**Enhancers** [ 04/2015 – 01/2016 ]

**City:** Turin

**Country:** Italy

During my time as a Senior UX & Service Design, I had the chance to work for clients such as Ikea, Illy Caffè, Banca Sella, Bper Banca, American Graffiti, Unicredit.

- Working knowledge of design and prototyping tools, such as Adobe (Indesign, Illustrator, Photoshop, XD), Sketch, Invision;
- Create design proposals and strategic presentation documents for clients;
- Participate in every phase of the design process (design research, concept development, UX and UI, digital prototype).

## **Service & UX Designer**

**Enhancers** [ 02/2014 – 04/2015 ]

**City:** Turin

**Country:** Italy

During my time as Service and UX Designer, I had the chance to deepen my knowledge in the field of Service Design and to develop digital products in collaboration with multidisciplinary teams.

- Conduct user research activities to gain insights (empathy interviews, ethnographic observation, mystery shopping, contextual interviews, online surveys, qualitative and quantitative user research);
- Facilitating and developing Design Thinking workshops and co-creation/co-design sessions with final users (develop insights about customer needs, expectations, pain points and opportunities);
- Develop profiles of various customer archetypes and personas to guide the creation of new digital services.

**CX Specialist**

*Apple* [ 10/2012 – 01/2015 ]

City: Milan

Country: Italy

As CX Specialist, my core responsibilities consisted in helping the customers in order to ensure them the best experience with different digital touchpoints.

**UX & UI Designer**

*FPLab* [ 01/2008 – 01/2014 ]

City: Milan

Country: Italy

During the years spent as a Creative Freelance UX/UI designer I developed skills such as creation of fluid and solid user experiences, definition of strong visual strategies.

- Design and rethink digital services and experiences;
- Develop complex projects, covering all the aspects of the process (UX/UI, user flows, visual systems);
- Strategic thinking, identification of user needs, implementation of new solutions.

**Teacher and teacher coordinator**

*Associazione Trendy* [ 09/2010 – 10/2012 ]

City: Turin

Country: Italy

Professor of the Computer Science course - Associazione Trendy in collaboration with Collegio Einaudi. During the years of the course I taught a total of 20+ older people (75+ years old) with special needs: the lessons mainly focused on fundamentals of Computer Science and Digital Technologies.

**Teaching Assistant**

*Politecnico di Torino* [ 02/2011 – 07/2011 ]

City: Turin

Country: Italy

Support for educational activities - Materials and models Lab.

**Teaching Assistant**

*Università degli Studi di Palermo* [ 01/2008 – 07/2010 ]

Support for educational activities - Materials and models Lab.

**EDUCATION AND TRAINING**

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**Master's degree in Eco & Virtual Design**

*Politecnico di Torino* [ 2011 – 2013 ]

City: Turin

Country: Italy

Website: <https://www.polito.it/>

**Bachelor's degree in Industrial Design**

*Università degli Studi di Palermo* [ 2007 – 2010 ]

City: Palermo

Country: Italy

Website: <https://www.unipa.it/>

**LANGUAGE SKILLS**

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Mother tongue(s): **Italian**

**Other language(s):**

**English**

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

**DIGITAL SKILLS**

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Creative: Mural, Miro, Google Drive / Project Management Tools (Microsoft Planner, Flow, Jira, Asana, Wrike) / Figma & Sketch / Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access / Adobe (Adobe Photoshop Adobe Illustrator Adobe Lightroom Adobe InDesign Adobe Premiere) / Online collaboration tools (Miro, Trello, Asana, Zoom, Teams etc.) / Social Media / Apple (iCloud Drive, Pages, Numbers y Keynote) / InVision

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