



ANTONIO/ STARNINO

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Summary of Skills

- Experienced with service design methods and approach.
- Skilled in the areas of branding, graphic design and visual communication.
- Adept at working within complex systems.
- Experience coaching service design thinking methods and facilitating design innovation workshops.
- Highly capable in user research and ethnography.

10+ years of work experience in the design field

Technical Proficiency

██████████ | Adobe Suite
██████████ | Office Suite
██████████ | HTML/CSS

Language Proficiency

██████████ | English
██████████ | Italian
██████████ | French

Education

Politecnico di Milano -

Master in Service Design // 2013 - 2014

A holistic master program where we learned to design and develop new services from research, to strategy, to interactions, to business models.

Concordia University -

BFA Major in Design // 2008 - 2012

Graduated with distinction with a 3.88/4.3 GPA

Awarded the Design Prize for most outstanding graduating student in the major of Design.

University of the Aegean -

Service Design and Sustainability Certificate // Sept 01-15 2015

Two week workshop where we were exposed to the concepts revolving around service design and sustainability, and use them towards designing a project on the island of Syros.

Art of Social Labs -

Online Course by Zaid Hassan // 2015

Course that helped build a practical understanding of how to design and facilitate social labs.

Coursera -

Completed Courses with Certificate // 2013

HCI - Human Computer Interaction
Gamification
Operations Management

Employment

Service Design Consultant - DOING

// January 2017 - Present

Visiting Lecturer - Service Design Short Course Central San Martins

// August 2016 - Present

As a visiting lecturer I help run the Service Design Short Course, which is meant as a practical introduction to the field of service design and provides tools and methods to design services.

Service Designer - Take

// September 2015 - August 2015

At Take I worked as a service designer using brand driven innovation, helping companies define brand experiences that were relevant for their customers and their business needs.

Service Designer - University of Reggio Emilia and Modena

// October 2014 - September 2015

As a service designer I help redesign the patient and staff experience inside a variety healthcare structures, using a design thinking methodology. My main tasks involve doing user research and benchmarking, organising co-creation workshops, and designing a variety of prototypes.

Design Thinking Coach - Food Innovation Program

// January 2015 - Present

Working as a coach for a masters dedicated in Food Innovation, I help guide students towards solving global food challenges using a design thinking methodology.

Service Design Intern - eServices for Life and Health, San Raffaele Hospital Milan

// May 2014 - September 2014

I worked on designing a systemic nutrition education service in the pediatric ward, that sought to get children eating healthier and reduce the administrative workload of the staff.

Design Thinking Facilitator - Food Hackathons (Bologna & Milan)

// April 2013 - September 2013

Designed and facilitated a workshop helping participants into creating "hacks" (in the form of objects, digital products, services and campaigns) aimed at solving wicked problems in the food system.

Bam Strategy - Digital Designer

// March 2012 - September 2013

Concordia Student Union - Graphic Designer

// January 2008 - 2012

Volunteer Activities

Co-Organizer and facilitator for Montreal & Palermo

Global Service Jams // 2013 - 2015

I was one of the initiators of the GSJ in Montreal and Palermo, involved with creating the structure of the event, mentoring the various groups within the jam, and facilitating the participants through applied improvisation activities.