



VALENTINA MOLINI

service and experience designer

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I AM:

an enthusiastic person
a strong decision-making
a team player
a resilient person

I LIKE:

to solve complex problems
to move fast, pro-active
to share knowledges
to evangelise design

Italian (Mother tongue) • English (upper intermediated B2)

GRAPHIC DESIGNER

2003 - 2011

Create:
print products
corporate identity

Customer service

Litotipografia Alcione
Trento (IT)

Prontaprint
Brighton&Hove (UK)

Upstairs
Lisbon (PT)

My mantra

The whole is other than
the sum of the parts.

The Gestalt Principles • Kurt Koffka

BRAND STRATEGIST and VISUAL DESIGNER

2012 - 2017

Develop **brands for
small/medium business**
(BtB and BtC):

- strategy
- identity
- image

Marketing strategies

Create:
- **printed products**
- **digital products**

Project manager

Account

Organize and lead **brand
workshops** for small/
medium business

Carboni ADV
Verona (IT)

OSM
Bologna (IT)

DarkMoto Studio
(co-founder)
Verona (IT)

KRC
Verona (IT)

Centro Epson Meteo
Milano (IT)

Jolie ADV
Milano (IT)

SERVICE and EXPERIENCE DESIGNER

2018 - PRESENT

Work using **HCD methods**, develop strategies
according to business goals, users' needs and
technologies, in an **Agile** environment

Qualitative research

(user interview / user test / card sorting):
define goals, recruit interviewees, write scripts,
run sessions, translate data into insights and
opportunities and present reports to different
stakeholders

Information-Data visualisations/storytelling:
combining qualitative and quantitative data

Organize and lead **workshops**

Information architecture - content strategy

Digital Transformation: develop and manage the
processes of changing work simultaneity on tech,
process, and cultural company mindset, operate in
a multidisciplinary team for the implementation of
integrated digital transformation projects

5A design
Rome (IT)

HomeToGo
Berlin (DE)

UniCredit
Milan (IT)

Evolution of my design approach:

business and tech driven

business, tech and user driven

Education

User experience design and Information architecture Master's degree - IULM (Italy) 2018 • mark 28,5/30

Multimedia communication and Media studies Bachelor's degree - IUSVE (Italy) 2014 • mark 110 cum laude

Prepress operator and Graphic designer High school ARTIGIANELLI (Italy) 2003 • mark 96/100

Digital Transformation Talent Garden Innovation School (2020)

User Research. Methods and practices The Interaction Design Foundation (2018)

Leadership and Marketing courses KRC Business School (2016)

Curiosities

Speakers Interviewer World Usability Congress (2018) • 1st prize Hackathon Alleanza Cooperative, Coomily project (2018) • Article: Politics and New Media - Iusve edu. magazine (2013)