



Molini Valentina

Service and digital transformation designer • Information architect

CONTACT & PORTFOLIO

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Languages

Italian • English

ABOUT MY ROLE

Nowadays I deal with the design and redesign of digital products and services. From a broader perspective, I take care of the digital transformation process, since it is not just a matter of technology, it is also about processes, culture, employee, and customer experiences.

The approach I use is Human-centered, always trying to adopt best practices to the specific project's needs. I firmly believe that each project has its history, therefore the design strategy cannot be a simple copy and paste. I always try to find the best activities to put in place, starting from the research phase till the product release, going through ideation, testing, and iteration time.

In my daily work, I take part in agile tables in a multidisciplinary team. One of my qualities is the ability to get the different people involved to dialogue with each other, facilitate activities, and make sure that solutions born are user center first then of course feasible from the tech point of view and viable for business.

Last but not least, I am a great believer in the importance of healthy relationships between team members. Respect and trust for each other are fundamental to the success of a project.

Main activities and outcomes:

Discovery activities: interviews, shadowing, diaries, focus groups, surveys, benchmark, desktop researches, requirements gathering activities, mapping experience workshops → **deliverables:** domains, KPIs, value proposition, BRs, personas/use cases, experience maps (customer journeys, service blueprints, decision-making processes)

Ideation activities: user story mapping, card sorting, HMWs, 6up-1up, crazy8s, dot-games → **deliverables:** information architecture (flow diagram, user stories, content inventory), wireframes, low-fi prototypes, backlog

Testing activities: heuristic evaluations, usability tests, A/B tests, analytics → **deliverables:** iteration list activities (backlog redefinition)

EXPERIENCE

- **Service and Digital transformation designer • Information Architect**
buildo (Milan - Italy) | Jun 2021 – Sep 2021
I mainly played a DesignOps role. I was responsible for creating a 'design checklist' to support the review of a digital product.
- **Service and Digital transformation designer • Information Architect**
UniCredit (Milan - Italy) | Jul 2019 – Jun 2021
I developed HCD strategies based on business requirements or opportunities highlighted during the research phase. I mainly played the role of lead designer, dealing with both internal and external designers. I also play the role of mentor (or

Buddy). Working on agile tables, I co-designed daily with different stakeholders: IT, Business, functional architects, developers, security and compliance functions, backend application managers, PMs, etc. I prepared deliverables to support WIP meetings aimed at aligning top managers. I dealt with DesignOps activities to always look for the right tools to work effectively and efficiently. Last but not least, my role was also to spread the HCD culture in the company.

- **HCD Mentor • UX challenge 2021**

HIT - Hub Innovazione Trentino (Remote) | Feb 2021

The "UX challenge 21" is an innovation contest by HIT - Hub Innovazione Trentino. That helps companies to have digital products and services tested and re-designed by teams of young UX design talents. I was the Mentor with the honor of guiding the students along the design sprint process. Proud to say the amazing team that I was mentoring won the first prize.

- **User Experience Researcher • Information architect**

HomeToGo (Berlin - Germany) | Feb 2019 - Apr 2019

As a user researcher, I was in charge of selecting, preparing, and running discovery activities to understand how people behave when they are about to organize a trip. After running interviews, collecting data from desktop research, and organizing a card sorting workshop, I drew a decision-making process, in which emotions, actions, touchpoints, pain points, and key moments were highlighted. I then run co-creation workshops with colleagues from product and marketing departments to identify solutions that help users find meaningful information for their trip. As an Information Architect, starting from the research results, I also defined a content strategy based on IA principles to help inbound marketing, defining the best type of content to use, and how to structure information for the blog pages.

- **HACKATHON "Cambiare cambiando" WINNER PROJECT**

Alleanza delle Cooperative Italiane (Milan - Italy) | Jan 2019

Project: COOMILY – BLOCKCHAIN-BASED WELFARE SYSTEM

Award-winning concept, it has been developed during a 36h Hackathon organized by Alleanza delle Cooperative Italiane.

- **UX Designer • Information Architect**

5A design (Rome - Italy) | Nov 2018 - Dec 2018

Starting from the UX research results, which came out from remote interviews, user journeys and personas were created. Based on those deliverables, I redefined a client website's structure. Re-organizing and labeling the information to ensure findability. I then ran a functional analysis and designed a low-res prototype.

- **Speakers interviewer**

World Usability Congress (Graz - Austria) | Oct 2018

During two days of the World Usability Congress 2018 in Graz (Austria), I interviewed the speakers about the figure of the User experience designer and its future development. Then I extrapolated the insights that were published in the world usability report 2019.

- **Brand strategy consultant • CX consultant**

Self-employed (Verona and Bologna - Italy) | Sep 2012 - Oct 2018

I was in charge of developing brand and communication strategies for small/medium enterprises (BtB and BtC).

I organized and led brand workshops for small/medium enterprises to help them to define the new value proposition, tone of voice, brand identity, and customer experience.

- **Co-Founder • Brand strategy consultant • CX consultant**

DarkMoto Studio - Creative agency (Verona - Italy) | Sep 2012 - Jul 2017

Co-founder of DarkmotoStudio, design consultant. Darkmoto Studio is a unique arts&crafts agency and creative open-space. Specialized in brand identity and design strategy, Visual Communication Design, User Interface, and User Experience design.

I organized and led brand workshops for small/medium enterprises to help them to define the new value proposition, tone of voice, brand identity, and customer experience.

- **Graphic designer**

Various agencies (Italy, England, and Portugal) | Jun 2003 - July 2012

I created printed and digital products and corporate identities.

EDUCATION

Designing a Business

IDEO-U (2020)

Digital Transformation Part-Time Master

Talent Garden Innovation School (2020)

Masterclasses of the Specializing Master in Service Design

Poli.design (2019-2020)

UX management: strategy and tactics

User research: Methods and Best Practices

The Interaction Design Foundation (2018 and 2019)

Master Information Architecture and User Experience Design

IULM (2018)

Bachelor's Degree Graphic and Multimedia Communication

IUSVE (2011-2014)

VOLUNTEER EXPERIENCE

FAI - Fondo Ambiente Italiano

(Feb 2021 - present)

TEDxMilano - communication team

(Aug 2017 - Oct 2018)

UX Book Club Milano

(May 2018 - Dec 2019)