

# SIMONE CRIMELLA

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**LinkedIn:** [/simonecrimella](#)

**Portfolio:** [uxfol.io/simonecrimella](#) (2018)

**Website and personal repository:** [simonecrimella.com](#) (2016-18); [behance.net/simonecrimella](#) (2010-2016)

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## EDUCATION

2013 - 2015  
Milan, Italy

### **M.SC. IN PRODUCT SERVICE SYSTEM DESIGN**

Polytechnic University of Milan - <http://www.pssd.polimi.it/>

**Relevant Coursework:** Design Methods; UX Design; Service Design & Innovation; Visualization & Prototyping; Innovation Studio; Culture & History of Design; Design Seminar; Final Synthesis Design Studio; Business Innovation; Curricular Internship (Logotel S.p.A. - Milan); Professional Workshop; Thesis project (final paper: "A Service Design project for the zone 3 of Milan").

2010 - 2013  
London, United Kingdom

### **B.SC. IN PRODUCT DESIGN**

London South Bank University - [www.productdesign.lsbu.ac.uk](http://www.productdesign.lsbu.ac.uk)

**Relevant Coursework:** Design Methods; Visual Communications; Human Centered Design; Human Computer Interaction; Design Thinking and Applications; Inclusive Design and Usability; Design Interactions; Design and Manufacture Project; Rapid Prototyping; Workshop Practice; CAD Design; Product Design Project; *Thesis project (final paper title: "Disruptive technology, The case of Rapid Manufacturing and 3D printing")*.

## WORK EXPERIENCE

07/2018 - 10/2018  
Milan, Italy

### **DESIGN GROUP ITALIA** *User Experience Designer*

[www.designgroupitalia.com](http://www.designgroupitalia.com)

**Main Tasks:** User Flows; UI Design (Sketch App, InVision Studio, UXPin, Illustrator, Photoshop); Prototypes; Collaborative Design Systems & UI libraries management; Business and Technology requirements gathering, user stories writing, MVP definition; Product Management; Product Design; PowerPoint presentations.

11/2017 - 05/2018  
Milan, Italy  
Turin, Italy

### **ACCENTURE MULTIMEDIA AGENCY** *User Experience Designer*

<https://www.accenture.com/us-en/service-interactive-design-innovation>

**Main Tasks:** User Personas; Interviews and Intercepts; Customer Journey Mapping; Design Thinking exercises; Design Sprints; User Flows; UI Design (Sketch App, InVision Studio, UXPin, Illustrator, Photoshop); Prototypes; Collaborative Design Systems & UI libraries management; User Behavior mapping; Questionnaires; Analytics; User Testing; Technical Feasibility valuation; PowerPoint presentations.

03/2016 - 10/2017  
Milan, Italy

### **MOTORK (EUROPEAN INTERNET AUTOMOTIVE SCALE-UP)** *User Experience Designer*

<https://www.motork.io/>

**Main Tasks:** IOs and Android app wireframes; User Flows; UI Design (Sketch App, InVision Studio, UXPin, Illustrator, Photoshop) for both Mobile and Desktop; Prototypes; Collaborative Design Systems & UI libraries management; PowerPoint presentations; HotJar and Google Analytics monitoring.

02/2015 - 11/2015  
Milan, Italy

### **LOGOTEL (SERVICE DESIGN COMPANY)** *Service Design Intern*

<http://www.logotel.it/en/>

**Main Tasks:** System Maps; Service Blueprints; User Personas; Customer Journey Mapping; Design Thinking Workshops; PowerPoint Presentations; M.Sc. Thesis project

## SKILLS, ACTIVITIES & INTERESTS

Languages

Italian (mother tongue); English (full professional proficiency)

Technical Skills

Professional command of Sketch App; InVision; UXPin; Axure; Illustrator; Photoshop. Professional command of Microsoft Office (Excel, Word, PowerPoint, Outlook). Good knowledge of Google Analytics; HotJar. Good knowledge of front-end development best practices (HTML5, CSS Preprocessing, CSS Frameworks, etc.). Basic knowledge of Figma; Framer; Principle.

Activities

Member of Agesci Scout Group Rome 129; Classic Guitar player; Amateur Football Player.