

# SIMONE CRIMELLA

## PRODUCT SERVICE SYSTEM DESIGNER

**LinkedIn:** /simonecrimella  
**Portfolio:** <https://simonecrimella.me/>  
**Mobile:** +39 392 722 8935  
**Email:** [si.crimella@gmail.com](mailto:si.crimella@gmail.com)  
**Skype:** simone.uk.crimella  
**Address:** Via Pola, 19 - 20124 - Milan, Italy



### ABOUT

My name is Simone Crimella, I am an Italian product service system designer with six years of professional experience, a postgraduate degree in product service system design and a bachelor degree in engineering product design. I currently work at Softec SpA, a consulting agency with a focus on Industry 4.0, Retail 4.0, Customer Data Platforms & Management and Phygital Experience Design. My core disciplines are Design Thinking, Service Design and Digital Product Design. During my work I strive to bring an holistic and collaborative multidisciplinary problem solving approach so that our clients are fully assisted and guided throughout the project. This approach enables us, and our stakeholders, to gain a deep understanding of business needs and design experiences that satisfy users. Since February 2020 I embarked on a new mission to teach UX and Service Design at SIAM, Milan's oldest professional school with more that 180 years of history. I fell in love with design & consulting during my years at the Polytechnic University of Milan.

### WORK EXPERIENCE

Present - 01/2019	SOFTEC S.P.A. <a href="https://www.softecspa.com/">https://www.softecspa.com/</a> Design Consultant; Product Service System Designer; CX Designer
10/2018 - 05/2018	DESIGN GROUP ITALIA <a href="http://www.designgroupitalia.com">www.designgroupitalia.com</a> User Experience Designer
05/2018 - 11/2017	ACCENTURE MULTIMEDIA AGENCY <a href="https://www.accenture.com/us-en/service-interactive-design-innovation">https://www.accenture.com/us-en/service-interactive-design-innovation</a> Innovation Consultant; User Interface Designer; CX Designer
11/2017 - 03/2016	MOTORK LTD <a href="https://www.motork.io/">https://www.motork.io/</a> User Experience Designer

### INTERSHIP

11/2015 - 02/2015	LOGOTEL <a href="http://www.logotel.it/en/">http://www.logotel.it/en/</a> Intern - Service Designer
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### EDUCATION

12/2015 - 09/2013	M.SC. IN PRODUCT SERVICE SYSTEM DESIGN (International Course taught entirely in English) Polytechnic University of Milan (Milan, Italy) - <a href="http://www.pssd.polimi.it/">http://www.pssd.polimi.it/</a>
07/2013 - 09/2010	B.SC. (HONORS) IN PRODUCT DESIGN London South Bank University (London, United Kingdom) - <a href="http://www.productdesign.lsbu.ac.uk">www.productdesign.lsbu.ac.uk</a>

### LANGUAGES

11/2012	ENGLISH (IELTS) Final results: 7.5 / 9 University of Cambridge ESOL Examinations License Number: 12GB002939CRIS507A
	ITALIAN Mother tongue

### TECHNICAL SKILLS

- + Professional command of Figma; Sketch App; InVision Studio; Adobe XD; UXPin; Axure; Illustrator; InDesign; Photoshop.
- + Professional command of Mural; Miro; Luma Workplace
- + Professional command of Jira; Click-up; Favro; Trello
- + Good knowledge of Google Analytics; HotJar
- + Good knowledge of front-end development best practices (HTML5, CSS Preprocessing, CSS Frameworks, etc.).
- + Professional command of Google Cloud Platforms and Microsoft Office (Excel, Word, PowerPoint, Outlook)