

# SIMONE CRIMELLA

## PRODUCT SERVICE SYSTEM DESIGNER



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### 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.  
<https://www.softecs spa.com/>  
Design Consultant; Product Service System Designer; CX Designer
- 10/2018 - 05/2018      DESIGN GROUP ITALIA  
[www.designgroupitalia.com](http://www.designgroupitalia.com)  
User Experience Designer
- 05/2018 - 11/2017      ACCENTURE MULTIMEDIA AGENCY  
<https://www.accenture.com/us-en/service-interactive-design-innovation>  
Innovation Consultant; User Interface Designer; CX Designer
- 11/2017 - 03/2016      MOTORK LTD  
<https://www.motork.io/>  
User Experience Designer

### INTERNSHIP

- 11/2015 - 02/2015      LOGOTEL  
<http://www.logotel.it/en/>  
Intern - Service Designer

### EDUCATION

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

### 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)