Marco Finardi

Service Designer & Project Manager

I'm a service designer and project manager with a soft spot for social innovation and cultural projects.

Shaping reality from the smallest interactions to challenge broader social structures is my approach. I ask "why" to get to the "how" and I love to engage in the process the community I'm designing for.

Contacts

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check my portfolio at
marcofinardi.com

Languages

Italian: native speaker
English: full professional proficiency
Spanish: elementary proficiency

Skills

_Quantitative and Qualitative User Research
_Impact evaluation (Theory of Change)
_User Experience design (UX)
_Service design
_Prototyping
_Co-design
_Workshop design and facilitation
_Community engagement
_Project management
_Writing funding applications

Passions

_Performing arts
_Volounteering & activism
_Analog photography
_Cooking Ottolenghi recipes

Work experience

[Nov 2023 - present]
UX Researcher @DSCOVR, Milano
Planning and conducting qualitative UX research: structuring user testing field guides, moderating interviews, extracting insights through thematic analysis and delivering reports analysing experiences about digital services, platforms, and mobile apps.

[Sep 2023 - present]
Teaching Assistant @School of Design, Politecnico di Milano
"Digital Technologies and Sustainable Development" Proff. F. Costa & E. Morello
"Embodied Interaction Studio" Proff. F. Costa & C. Standoli (Interaction Design Master)

[Mar 2023 - present]
Design Researcher @Polimi DESIS Lab, Politecnico di Milano
Investigating the relationship between community and public places through qualitative research and narrative artistic methods. Shaping the co-design process, taking part in the workshop design and facilitation with the Polimi team. Crafting experiences within the system of places of a small town, designing its community spaces as enablers of services. (SMOTIES Creative Europe project)

[May 2020 - Dec 2023]
Service Designer & Project Manager @Ecate Cultura, Milano
Introducing design thinking and service design approaches for creating innovative cultural projects, events and trainings. Designing and facilitating workshop, defining strategies internally and for consulting clients. Initiating the international strategy, creating consortiums, leading applications for ERASMUS+, CERV, private foundations. Obtained the first ERASMUS+ grant for the association of 60k€. Evaluating social impact through the Theory of Change for a 2 years participatory project.

[Nov 2017 - Jul 2019]
Project Manager @Ass. Studio Novecento, Milano
Redesigned the association's communication strategy and website. Managed multiple projects, curating the relationships with stakeholders and public administrations, directing 10+ people as staff members. Applied for and obtained funding from the Municipality of Milan.

Hybrid experience

[Nov - Jun 2022]
Service Design Challenge Finalist Project @SDC 2022
Developed a diffused second-hand clothing service concept with a team of 5 designers. Managed the task distribution, extracted research insights and informed the concept and delivery phase. Reached the finalists' shortlist selected by IBM and Philips Experience Design.

[2021 - 2023]
Multiple co-design workshops for non-profit entities
StudioSHIFT (Morbegno, IT) Spatial/service concepts for a new teen mental health centre.
Mad in Design (Turin, IT) Community engagement strategies with users with psychiatric fragilities.
StrategicDesignScenario (Bruxelles) Fostering sustainable usages of electric home appliances.
JMC Group (Milan,IT) Designing with big data to inform a design process for digital event signage.

[Jan 2013 - Sep 2018]
Board member and Project Manager @Ass. La Freccia LatoB, Milano
Directed the performing arts programme, broadening its public and structuring the internal processes. Created a festival with over 40 artists and obtained funding for 3 editions. Contributed to the strategic direction, coordinated volounteers and staff.

Education

[Sep 2020 - May 2023]
MSc in Product Service System Design @Politecnico di Milano
Systemic and service design master course. Final mark: 110/110
Strategic Product Design @TU Delft (NL) 6-months ERASMUS+ Exchange

[Sep 2016 - Feb 2020]
BSc in Industrial Product Design @Politecnico di Milano
"Design del Prodotto Industriale" course. Final mark: 110/110