

Francesca Cignola

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ABOUT ME

Munich-based UX designer passionate about creating products and services that make the world healthier, fairer and more sustainable. I have 10+ years experience of creating people-centred digital and analogue services. UX research, interaction design and product strategy are my core strengths.

SKILLS & EXPERTISE

- UX Research • Product concept • Wireframing • Prototyping • User testing • UI design
- Innovation coaching • Strategy • Systems change • Learning design • User engagement
- Project management • Business Development

EXPERIENCE

2022 - now **Senior UX Consultant - 8 Reasons digital**, Munich, DE

- Develop concepts, wireframes, prototypes and UI designs for B2B software in leading firms across multiple industries

2021 - 2022 **User experience and product management - Nui Care**, Munich, DE

- Carried out user research, created personas and user journeys to inform product strategy
- Developed concepts, wireframes, prototypes and user testing to support launch of Nui's new Dashboard feature
- Managed app adoption pilot with a 24 hour care agency
- Supported set up of QA process

2018 - now **Freelance UX Designer and Innovation Strategist - Curiosityst**, Munich, DE

- Carried out UX research to inform product strategy in a Munich-based care start-up
- Led UX research and the UX team lead in the redesign of a German digital medical platform
- Coached a digital health start up on user-centred research and testing methods
- Designed and led a Design Thinking training for a French multinational firm in collaboration with a Munich-based design agency
- Designed the learning strategy for a Lottery funded UK programme aimed at scaling an innovative community mental health service.

2013 - 2018 **Senior Lead Asset Based Care - Innovation Unit**, London, UK

- Won and delivered £100ks of consultancy to design and scale health&care services
- Coached entrepreneurs and intrapreneurs leading system change
- Led service evaluations, designed and delivered learning programmes
- Responsible for strategy, business development, team management & allocation

2010 - 2013 **Development Manager - Nesta innovation foundation**, London, UK

- Managed the People Powered Health programme focussing on services for people living with long term conditions
- Managed grants within the Cabinet Office's £10M Innovation in Giving Fund focussing on digital donation platforms, sharing economy solutions, complementary currencies

2010 **Analyst, Regional Innovation Funds Advisory Service - Young Foundation**, London, UK

Research and analysis on a portfolio of innovative projects across the UK health system

2008 - 2010 **Public Service Delivery Project Manager – National Council for Voluntary Organisations (NCVO)**, London, UK

Led a 1500-member network on public service commissioning and delivery.

VOLUNTARY ROLES

2019 - now **Volunteer supporter, Ambulant Hospiz service - Holzkirchen**, DE

Support people at the end of their life and their families

2011 -2015 **Trustee - Hope for Children - Hemel Hempstead**, UK

Supported programme work helping children in 7 countries in Africa and Asia

2014 **Non executive director – Economy of Hours - London**, UK

Advised a start-up developing a B2B complementary exchange currency

2013 **Recovery Transition Worker – Holy Cross Centre Trust**, London, UK

Befriended users at a day centre for people with mental health issues

EDUCATION AND SELECTED TRAINING

Digital Product School - TUM Unternehmer (2021)

UX Design Academy - DesignLab (2020)

MSc in Development Management – London School of Economics , UK

BSc in International Politics & Economics – University of Trieste , IT

Machine learning for Business Professionals - Google Cloud (2020)

Blockchain: Understanding its uses and implications - Linux Foundation (2019)

Shaping Work of the Future - MITx (2019)

Ulab ox: Leading awareness-based system change - MITx (2018)

Ulab: Leading from the Emerging Future – MITx (2016)

Social Return on Investment New Economics Foundation, London - UK (2010)

TALK TO ME ABOUT

Complementary currencies; What great end of life care looks like; Bullshit jobs and work of the future; Mindfulness; Jewellery making; Experimental cooking; Rehoming stray animals.

My Languages: Italian, English and French (fluent), German (C1) and Spanish (B1)