



Marco di Norcia
Service & Experience Designer

marcodinorcia.com

Active on LinkedIn
Based in Milan
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+39 3201632694

Hello, I am a freelance consultant dedicated to designing meaningful, surprising, and positive experiences.

WORK EXPERIENCE

Main clients

- Ciheim Bari
- Samsung
- GS1 Italy
- SAIM Group
- Lega del Ciclismo
- Professionistico
- Intimissimi
- TetraPak
- ParticleApp
- Pugliapromozione
- E.ON Energia
- Vitec - Joby Audio
- Ferrari
- Barilla
- Sharjah House of Wisdom
- Blue Lagoon Iceland
- DIH Hero Digital Innovation Hub
- Lenovo
- Banca Popolare
- Volksbank
- Allianz - investitori isgr
- Juventus
- UnipolSai

Industry exposure

- Automotive
- Banking
- Consumers Goods
- Culture & Entertainment
- Energy
- Facility Services
- Fashion
- Fintech
- Food & Beverage
- Healthcare
- Industrial
- Insurance
- Organisational Wellbeing
- Tourism & Hospitality

- 3 yrs 2022 - ongoing

LEAD SERVICE & EXPERIENCE DESIGNER

Freelance
- 3+ yrs 2018-2022

LEAD SERVICE DESIGNER

Design Group Italia

I manage various project activities, from commercial offers to research set up and insight analysis, to the development of outputs such as Personas, Journey Maps and Service Blueprint, strategies and guidelines for B2B and B2C customers operating in different sectors. I deal with the coordination of team activities and project offers autonomously and in support to the Service Design Director. I have been leading teams of 3 to 6 people in cross-disciplinary projects in Italy, Iceland and UAE, responsible for planning, managing the team dynamics and deadlines as well as the meetings with the client, keeping high end quality of the outputs.
- 1+ yrs 2017-2018

SENIOR TO LEAD SERVICE DESIGNER

Value Partners Digital Technology (former Exage S.p.a)

As service designer lead, I was in charge of managing the team of 3 to 4 junior and mid-level designers as well as coordinating resources for service design projects, together with the business unit director. I dealt with strategic consultancy and service design, from operational research to the definition of project outputs, including digital prototypes. I was responsible for keeping the relationship with the client's internal stakeholders and C-Level, including the planning, management and facilitation of workshop activities and employee training.
- 2+ yrs 2016-2018

MENTOR - FACILITATOR

MIP Politecnico di Milano Graduate School of Business

European Project: Tender Design Driven Innovation - I trained SMEs on the topics of Design Driven Innovation, Strategic Design and User Centred Design and mentor final project works by providing the tools that can help define new product services systems and business strategies.
- 1+ yrs 2016-2017

UX & SERVICE DESIGNER

PRSD (Presidio) - Freelance - Design, Strategy, UX consultancy

I worked as an independent user experience and service designer on digital products for B2B and large B2C organizations. My role was to research, design, support and create strategies as well as to guide the clients towards a digital transformation that follows the principles of the user-centered design.



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WORK EXPERIENCE

Other key collaborations

Ciheim Bari
NABA Art & Design Academy
Politecnico di Milano
MiP Business School
Unimore - Modena e Reggio Emilia
Talent Garden (UX Master)
Food Innovation Program

Language English:
Professional working proficiency

Italian:
Native

2 yrs 2016-2017

SERVICE DESIGNER

Epoca Ricerca

I collaborated as an independent consultant to support design activities, define new strategies and services that improve the employees experiences within their organizations

1+ yrs 2015-2016

SERVICE DESIGN RESEARCHER

University of Modena and Reggio Emilia, Faculty of Engineering Science and Methods

I was responsible for exploring the topic of well-being and define new tools to design services that positively impact organizational well-being. The research project led to the creation of seven design principles and a field guide that can help designers or managers to improve the employees' experience inside organizations.

Tutor Professors: Fabiola Bertolotti, Diego Maria Macri, Matteo Vignoli

1+ yrs 2014-2015

DESIGN THINKING COACH

SERVIS8 - Association for Service Design Innovation, Education & Workshops

As part of this interdisciplinary team with knowledge and experience from various professional backgrounds I have been facilitating, co-organizing and coaching design thinking workshops, including the Global Service Jams (48 hours design thinking workshop held simultaneously over 100 locations worldwide). www.servis8.com

1+ yrs 2014-2015

FOUNDER - SERVICE DESIGNER

Fusedrops - Crowdfunding platform for Services and Social Innovation projects

Started as a thesis project for the master in Product Service System Design at Politecnico of Milan, Fusedrops turned into a startup after receiving a two rounds public funds from the University and the European programme for young entrepreneurs. The project was developed in Ljubljana, Slovenia with the support of different partners. The project faced many challenges, among them: team readiness, a saturated market and a little-developed culture around crowdfunding.

EDUCATION

2010 - 2013

Master's degree in Product Service System Design (108/110)

Politecnico of Milan, Faculty of Design - Milan, Italy

2006 - 2010

Bachelor's Degree in Industrial Design (109/110)

Politecnico of Bari, Faculty of Architecture and Design - Bari, Italy

2000 - 2005

5 Years Diploma in Graphic Design and Advertising

Giuseppe De Nittis High School of Art - Bari, Italy

Passions Street photography
Surf & skate
Bike rides
Saxophone



PROFESSIONAL DEVELOPMENT

2025

Syntropic Agriculture workshop with amadeco Salento

Principles and practices to regenerate a land through syntropic agriculture and agroforestry. - www.amadeco.it

2024

Accessibility training

Tools for assessment and Web Content Accessibility Guidelines

Screen Reader and Assistive Technologies
WCAG 2.1 - 2.2 requirements and principles

2023

Data-Driven Design full course

Designlab.com

2004 - 2017

Public speaking and facilitation workshop with Martina Rigoni 2017

Facilitator at Food Innovation Program - Reggio Emilia, Italy 2015

Water living International Workshop 1st edition - Belgrade, Serbia 2011

International exchange (self-programmed) in Sydney, Australia 2004



HONOURS AND AWARDS

ADI Design Index 2015 - Category: Service Design, Publication of the project "Fusedrops - Crowdfunding platform for services and social innovation projects in the city"

Unioncamere Lombardia 2014 - Call for Innovative and Creative Businesses

Erasmus for Young Entrepreneurs (European exchange programme) 2014

CupCake by Politecnico di Milano - Creativity and design for new markets and new needs (2014 - 1stedition)



PUBLICATIONS & CONFERENCES

This is Service Design Doing - Contributor for thisisservicedesigndoing.com

ServDes2018 - Service Design and Innovation Conference Research Paper: "Service design principles for organizational well-being: Improving the employee experience through design thinking"

Kreazin.si - Article: Fusedrops - Crowdfunding platform to help solve social challenges

Ottagono n. 267-270-272

DESIGN ENCYCLOPAEDIA [C] for crowdfunding. The perfect fuel for a dream machine

WORLD NEWS - Slovenia: design takes roots at Poligon

Cumulus Young Design Talents - Schools: Project Well-being - edited by Silvia Airoidi

Crowdfunding Regional Forum in Ljubljana - Speaker: Crowdfunding Europe - Freedom to Create