

# Isabelle Pleno

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## Education & Courses

**Domus Academy**  
MA Interaction Design

**University of Southern California**  
BA Communication,  
Design Minor

**Stanford Online**  
Certificate: UX/UI Design for  
AI Products  
2026

## Skills

### Specialties

Experience Design  
Interaction Design  
Service Design  
Prototyping (Digital & Physical)  
User Research

### Tools

Figma  
Adobe CC  
Framer  
Webflow  
Miro  
Jira  
Notion  
HTML/CSS  
JavaScript + Python (Basic)

## Languages

### Italian

Working Proficiency

### Spanish

Conversational

## Work Experience

### Samsung (Samsung Design & Innovation Lab)

#### Staff Product Designer

Jan 2022 - Nov 2023 | San Francisco, CA

- Led 0-1 concept development, defining new product and service opportunities through validated prototypes and early-stage testing
- Defined and directed large-scale mixed-method research (up to 1000+ participants), synthesizing quantitative and qualitative insights into strategic opportunity areas and product direction
- Shaped executive-level decision-making by developing and iterating on next-generation product concepts across Samsung's ecosystem
- Co-invented and filed a patent application for a method to visually capture and structure digital information
- Elevated design quality across projects by mentoring designers and strengthening critique and review practices

### Condé Nast International

#### Senior Product Design Consultant

Oct 2018 - Jan 2022 | Milan, Italy

- Designed and shipped event platforms and major enhancements to a community photo-sharing platform across Condé Nast's European portfolio (including GQ France, Vogue Italia, and Vanity Fair Italy), balancing brand-specific editorial identity with shared platform architecture
- Owned design of core UX flows, navigation, and layout systems for the PhotoVogue relaunch, enabling its scale from a Vogue Italia initiative to a global Condé Nast product across all 28+ Vogue editions
- Aligned cross-functional teams across design, editorial, and international engineering, navigating frontend, CMS, and backend dependencies to deliver cohesive product experiences
- Spearheaded a cross-cultural UX research initiative, synthesizing insights and presenting strategic recommendations to executive leadership

### Assist Digital

#### Senior UX & Service Designer

Jan 2019 - Dec 2019 | Milan, Italy

- Developed and delivered high-impact service design solutions, including service blueprints, innovation strategies, and product proposals, throughout a year-long collaboration with Toyota Europe
- Facilitated client-facing co-creation workshops alongside senior management
- Designed and iterated on new product features across portfolio clients, from concept through detailed UX workflows

## Work Experience Continued

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### MIT Design Lab

#### Senior Experience Design & Research Consultant

May 2016 - Apr 2018 | Boston, MA - Milan, Italy

- Researched emerging technologies and developed innovation strategies and recommendations for clients across a range of industries, including banking, insurance, energy, and consumer products
- Crafted experience concepts, service maps, and product prototypes
- Led design and strategy workshops with project clients, collaborating closely with the Boston-based team, both remotely and on-site

### Innovation By Design

#### Senior Experience & Visual Designer

Jan 2015 - Dec 2018 | Milan, Italy

- Delivered end-to-end UX and 0-1 concept design for enterprise clients, including Puma, Trenitalia, UBI Banca, and ENI
- Spearheaded international ethnographic research methodologies designed to surface and communicate insights to clients in novel ways such as through videos and idea catalogs, that could easily be internally distributed to best support in-house product strategies and innovations
- Led executive workshops to align stakeholders on innovation strategy and roadmaps
- Mentored and managed the multidisciplinary design team's junior designers and contractors

### Things

#### UX/UI Designer

Mar 2014 - Jan 2015 | Milan, Italy

- Responsible for research, strategy, visuals, and 0-1 concepts for a range of IoT-focused client projects involving interactive store experiences, and transportation-related projects, and IoT products
- Designed UX/UI for a mobile parking app deployed across Milan