Marco Righetto

My purpose is to affect how people think, feel, and behave for positive change: from crafting effective and emotionally engaging products and services, to enabling the most favorable and inspiring conditions for innovation, to activating communities through creativity.

I believe in design as a verb: a thoughtful process to unveil and fulfill people's needs — providing elegant simplicity.

I believe delightful design details embody strategies and make them successful.

I believe in designing with, not for, people. It's a process built on intuition, data, and empathy — within the team, towards end users and all service actors, from clients to frontline staff —, and inspired by curiosity above all.

I'm passionate about food and cooking: my father was a chef and I grew up in an Italian trattoria. I like to entertain the idea that this environment helped me become an active listener of every kind of story, to build narratives for diverse people, and to understand the value of recipes — something to follow, then throw away and improvise.

Professional experience

Corporate Director of Innovation

IED Istituto Europeo di Design

February 2018 — present

Global (remote)

IED was founded in 1966 in Milan as a design school. Today IED is an international design education network that spans across 11 cities in Italy, Spain, and Brazil.

My mandate is to lead innovation, service design, and digital product design for the Group IED. Concurrently, as part of the corporate team, I am developing the school strategy and vision.

Co-founder and Director of Product

Streetlives

August 2015 — present

New York, NY, USA

Streetlives is an organization driving systemic change toward an equitable and inclusive model for social services.

As co-founder, my remit is strategic impact, creating the conditions for Streetlives' vision to thrive: I focus on strategy, design research, product, and culture. As Director of Product, I lead a human-centered product development practice.

Senior UX and Service Designer, and Project Lead

Hanzo

January 2017 — January 2018

Madrid, Spain

Hanzo is a boutique digital product design and development studio, with a strong focus on shipping excellent products. Founded in Madrid in 2009, it's currently a distributed organization with a physical presence in Madrid, Barcelona, and London. Hanzo won numerous design awards including Premios Laus and Webby Awards.

As a designer, I've worked closely with design researchers, fellow designers, and developers to ship products in the financial and healthcare sectors. As a project lead, I've been guiding the work of my team and interfacing with clients, as well as enabling, supporting, and nurturing internal good practices, and growth mindset and behaviors with a specific focus on feedback.

Sectors

Banking and financial services, healthcare, education, future of work

Senior Interaction Designer

IDEO

June 2015 — December 2016

New York, NY, USA

IDEO is a global design consultancy that creates positive impact through design.

In project teams, I brought an Interaction Design lens to discover and visualize insights from both data and people, and to design and bring to life innovation and organizational change through strategic interventions, digital products, and end-to-end experiences primarily in financial services and healthcare.

Besides, I used my craft to inspire and collaborate with colleagues to create a more inclusive digital practice in the studio; to unlock human-centered data insights about employees and the studio's portfolio; and to facilitate difficult conversations through mindful rituals and human-centered technology.

Sectors

Banking and financial services, business intelligence, talent growth, healthcare, non-profit, future of work

Product and Service Designer, and Product Owner

SumAll

January 2014 — June 2015

New York, NY, USA

SumAll mission is to democratize data: enable SMEs to have access to data that can improve their businesses and tools that can help them act upon it.

I was responsible for the entire SumAll's iOS experience design from the ground up, and for optimizing acquisition features for SumAll's web platform. Besides, I led qualitative and quantitative user research and worked together with CEO and CTO in product ideation, development, and strategy.

Mid-weight Interaction and Service Designer

Fjord

January 2013 — December 2013

Madrid, Spain

Fjord is an international design and innovation consultancy, focused on designing services and digital products. Founded in 2011 in London, Fjord was acquired by Accenture in May 2013.

I worked in digital transformation projects, focussing on UX and interaction design for products and services. Responsibilities included user research, design strategy, workshop facilitation, concepting, wireframing and prototyping, and project and client management. Clients include Telefónica, BBVA, Fon, KPN, European Union.

Beyond client work, I worked with Fjord Madrid's Managing Director on explorative design fictions for emerging technologies, fostering debate through design.

Sectors:
Banking and financial services, media and telco, healthcare, public sector

Interaction and Service Designer

Fjord

May 2011 — December 2012

Madrid, Spain

I worked with cross-disciplinary teams of designers to create omni-channel services and experiences, from concept and user research to design specifications for implementation.

Interaction design Intern

Fjord
May 2010 — October 2010
Madrid, Spain

Awards, Publications, Talks, and Teaching

2018: Talk "Streetlives — Empathy-driven data and product design" at Interaction'18 — the global Interaction Design conference — in Lyon France in 2018 _link_

2018: Creative coding poetry performance in "Poetry Slash", part of "Libros Mutantes 2018" organized by La Casa Encendida in Madrid, Spain _link_

2017: Short-listed for the IxDA Awards in the category "Empowering" with Streetlives _link_

2017: Lecture about human-centered design and agile methodologies at Miami AdSchool, in Madrid, Spain

2017: Article "How to Design a Meeting That Doesn't Suck" in IDEO blog _link_

2016: Talk "StreetlivesNYC: A Crowdsourced Map of Information From and For The Homeless Community in NYC" at the Radical Networks conference, in partnership with EyeBeam, in New York, NY, USA _link_

2017: Lecture about human-centered design and design thinking at The MET – The Metropolitan Museum of Art digital department in New York, NY, USA

2016: Lecture about design thinking and climate change at the M.A. program in the Department of Earth and Environmental Sciences, Columbia University, in New York, NY, USA

2015: Workshop "Design Thinking and Prototyping" at NYCBigApps in New York, NY, USA

2014: Essay "Tales from the Crick: Experiences and Services When Design Fiction Meets Synthetic Biology" part of the book "Designing For Emerging Technologies" published by O'Reilly Media _link_

2013: Winner of the "TV Connect Industry Awards" in the category"Best Multiscreen Service" with Play, designed at Fjord for Telefónica Digital _link_

2013: Article in Yorokobu "¡Hackea mi cuerpo!" about "Hack you!" _link_

2013: "Cheers" selected and exhibited at TEI 2013, 7th International Conference on Tangible, Embedded and Embodied Interaction in partnership with Universidad Pompeu Fabra in Barcelona, Spain _link_

2013: Article in FastCompany "Why The Human Body Will Be The Next Computer Interface" about "Hack you!" *link*

2013: Talk "Hack you!" at UX Spain 2013 in Valladolid, Spain *link*

2013: Talk "Hack you!" at Interaction'13 in Toronto, Canada *link*

2012: Winner of the EYA - European Youth Award 2012 in the category "Power to women" with "Aura" *link*

2011: Article "Aura: Wearable Devices for Non-verbal Communication between Expectant Parents" published by Auckland University of Technology (New Zealand), in the 7th edition of the international journal "Studies in Material Thinking" *link*

2011: Article "Aura: Wearable Devices for Non-verbal Communication between Expectant Parents" selected by Borås University (Sweden), as part of the conference Ambience11 *link*

2011: Talk "Aura" at the event Fjord Kitchen — Fall 2011, in Berlin, Germany *link*

2011: Finalist for the ADAA — Adobe Achievement Design Award in the category "Non-browser based interactive design" with project Aura

2010: Semi-finalist for the ADAA — Adobe Achievement Design Award in the category "Mobile" with student project Madeleine

2009: Semi-finalist for the ADAA — Adobe Achievement Design Award in the category "Mobile" with student project Piscator

2008: Short movie documentary "Ring of Fire - Fire Station (Cologne)" for "Check-in Architecture" presented at the 2008 Venice Architecture Biennale *link*

2007: Essay (in Italian) about Anna Politkovskaja, published by the Italian Institute of Journalists, Lombardy region *link*

Education

MA in Interaction Design

IUAV University of Venice

2008 — 2011

Venice, Italy

Graduated with full marks 110/110 (equivalent to 4.0 GPA)

BA in Mass Media and Communication

University of Padua

2004 — 2007

Padua, Italy

Graduated *summa cum laude*