



Marco Righetto

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As a designer, innovation strategist, and product leader, my purpose is to affect how people think, feel, and behave for positive change: crafting results-driven, emotionally engaging products and services, fostering an environment that supports innovation, and managing through creativity and inclusion.

My approach to design, product, and innovation challenges is driven by curiosity and built on intuition, data, and empathy: within the team, towards end-users, and all service actors, from clients to front line staff. I believe in designing with, not for, people, unveiling and fulfilling people's needs, building long-lasting relationships, and providing elegant simplicity.

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, to build narratives for diverse people, and to understand the value of recipes — something to follow and learn, then throw away and improvise.

Professional experience

Full-time contractor

Spotify

November 2019 — present (Dec 2020)

Gijón, Spain (remote) / Stockholm

I'm part of Content Platform, the department responsible for the ingestion, enrichment, and protection of Spotify's entire audio catalog, including music and podcasts. I have been reporting directly to the Head of Design, and my role has been twofold. On the one hand, I've been leading cross-disciplinary teams (product, design, insights, operations, engineering) of up to 12 people in the journey towards customer-centricity. Key outcomes:

- **Empower leadership team's** strategy by understanding **customers needs and pain points**
- **Establish a shared language and prioritization framework** across the entire department to reference and understand customers — based on the research I led
- Create the **first-ever Customer Success Framework** in the department to start measuring

how initiatives directly impact customers

On the other hand, I have been leading design-driven alignment and prioritization activities for the moderation initiative: a large cross-functional group that includes Trust & Safety, Legal, Engineering, Customer Service, and Product stakeholders. Key outcomes:

- **Cross-functional alignment** for product roadmaps
- Imbued a **human-centered perspective** to the **content moderation space** through design methodologies and tools

Freelancing

Various organizations

July 2019 — October 2019

Gijón, Spain (remote)

I mentored and consulted for Product, Strategy, and UX roles on a few projects while assessing my next professional chapter.

Parental sabbatical

March 2019 — June 2019

Gijón, Spain

I took a few extra months off being a full-time dad.

Corporate Director of Innovation

IED Istituto Europeo di Design

February 2018 — February 2019

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. Key achievements:

- Diagnosed most pressing issues and identified core opportunities to **establish a more open, collaborative, and innovative corporate culture;**
- Redesigned and piloted internal communication flows that have resulted in **50% more transnational and collaborative cross-disciplinary projects** than the historical best;
- Piloted a new internal communication practice and tool projected to achieve an **ROI of 220% in 3 years** from streamlined internal communications alone.

Co-founder and Director of Product

Streetlives

August 2015 — present

New York, NY, USA / Remote

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

As Co-founder, I focus on vision, strategy, design research, product, and culture. My impact includes:

- **Growth** of a bootstrap pro-bono organization **from 2 to 15 people**;
- **Launch of a community-led product** that enables users to learn digital and mediation skills.

As Director of Product, I lead a human-centered product development practice championing such an approach in technology, data, and design. I also manage a team of 3 pro-bono designers.

Senior UX & Service Designer; Product / Team Lead

Hanzo

January 2017 — January 2018

Madrid, Spain (Remote)

Hanzo is a boutique distributed digital product design and development studio with a physical presence in Madrid, Barcelona, and London. Hanzo has won numerous design awards, including Premios Laus and Webby Awards.

As a designer, my core contributions included **shipping — through lean and agile methodologies** — a B2B financial services product that reduced complexity and streamlined deal offering processes, and a revolutionary B2C healthcare service for the Spanish market. As a product/team lead, I focused on **talent growth**, seeding, nurturing, and establishing supportive feedback practices in project teams and at a studio level, resulting in a culture of increased collaboration, higher quality creative solutions.

Sectors

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

Senior Interaction Designer

IDEO

Jun 2015 — Dec 2016

New York, US

IDEO is a global design consultancy that creates positive impact through design. At IDEO, I honed my design thinking skills. In project teams, I brought an Interaction Design lens to insight discovery and visualization, combining the power of stories and data. I contributed to the design and launch of strategic interventions, digital products, and end-to-end experiences

focused on customer-centric innovation and organizational change.

I used my craft to improve internal processes that resulted in:

- **More inclusive digital practice and a more robust portfolio**, thanks studio-wide digital inspiration activities;
- **Higher employee engagement**, achieved by facilitating difficult conversations through mindful rituals and human-centered technology;
- **Increased resources and project pipeline optimization**, thanks to a human-centered business and people intelligence product.

Sectors

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

Product and Service Designer; Product Owner

SumAll

January 2014 — June 2015

New York, NY, USA

SumAll's mission is to democratize data: enabling SMEs to access data to improve their business and tools that can help them act upon it.

Working at an early-stage startup, I mastered my skills in agile and lean design and product development. My core contributions were:

- As Mobile Product Owner: **compound monthly mobile user acquisition rate of 28%** over the period of **12 months**, getting **from ~1k to ~15k mobile sign-ups.**,
- As Product Designer: significant **uptake in acquisition of the SumAll's web platform**, concurrent with a reduction of on-boarding customer support tickets, thanks to the optimization of acquisition features as sign up, on-boarding, and first time experience;
- **Leading customer research** efforts (**qual and quant**) that translated into a pivot from a generic "premium" package to revenue-generating products SumAll Insights and SumAll Reports;
- Leading and spreading a **customer-driven product development** mindset and practice across the team.

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, focusing on UX and interaction design for products and services. Clients include Telefónica, BBVA, Fon, KPN, European Union.

Beyond client work, I worked with Fjord Madrid's Managing Director on 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 omnichannel 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 MA 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 Politkovskaya, published by the Italian Institute of Journalists, Lombardy region [link](#)

Education

MA in Interaction Design

IUAV University of Venice

Graduated 2011

Venice, Italy

Full marks 110/110 (equivalent to 4.0 GPA)

BA in Mass Media and Communication

University of Padua

Graduated 2007

Padua, Italy

Summa cum laude