

# FRANCESCA CIGNOLA

[francescacignola.eu](http://francescacignola.eu)

## PROFILE

An experienced Human Centred Design practitioner with a growing UX portfolio. Over the last 10+ years I co-designed health and care services with users and clinicians, I lead teams and delivered complex projects to time and budget and I managed innovation programmes to support new ideas from early stage to scale. I am a trained UX designer, who can oversee the whole design process, from research and strategy to prototype and implementation.

## SKILLS & EXPERTISE

UX Design • User Experience Research • Prototyping • User Testing • Storytelling  
Strategy • Business development • Project management • Organisational development  
Learning design • Innovation coaching • Innovation management • Scaling & system change  
Community Engagement • Local economic development • Complementary currencies  
Microfinance • International Development

## EXPERIENCE

### **06.18 - current**    **Freelance User Experience Designer and Innovation Strategist - Curiosityst, Munich, DE**

- Responsible for UX research and leading the team of UX designers in creating a new concept for an existing German digital medical platform
- Coached a UK-based digital health start up on user-centred research and testing methods to improve their product
- Designed and led a Design Thinking training for a French multinational firm in collaboration with a Munich-based design agency
- Carried out UX research to inform an international parts retailer's commercial strategy
- Designed the learning strategy for a Lottery funded UK programme aimed at scaling an innovative community mental health service.

### **10.13 - 05.18**    **Senior Lead Asset Based Care - Innovation Unit, London, UK**

- Won and delivered £100ks worth of consultancy projects to design and scale new knowledge and solutions for better public services in health and care
- Coached entrepreneurs and intrapreneurs leading system change
- Led service evaluations
- Designed and delivered learning programmes
- Managed teams and budgets in complex and fast paced projects
- Responsible for strategy and business development, people development and team allocation

**08.10 - Development Manager, Nesta innovation foundation – London, UK**  
**10.13**

- Managed Nesta's People Powered Health innovation programme on human-centred 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

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

- Carried out research and analysis on a portfolio of innovative projects across the health system in the UK

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

- Led a 1500-member cross-sector network on public service commissioning and delivery
- Managed a 200K+ budget and led income generation
- Developed research, thought leadership, training and a programme of events

**02.08 - European Project Officer – London European Partnership for Transport,**  
**07.08 London, UK**

- Responsible for project management of EU-funded sustainable transport project
- Facilitated project partnerships and EU funding applications between London Boroughs and international organisations around sustainable transport projects

**01.07 - Partnership and sustainability officer (UN Fellow) – World Food Programme**  
**12.07 Ghana Country Office, Accra, Ghana**

- Mapped 60 women's groups in northern Ghana and brokered partnerships with local and international development agencies to enhance their income generating activities as part of WFP Ghana's sustainability strategy

**08.06 - Economic Development Assistant, Local Economy and Regeneration team**  
**12.06 - London Borough of Bromley, London, UK**

- Created a community engagement strategy
- Led regeneration bid alliances with local businesses around economic development and social inclusion

## VOLUNTARY ROLES

**01.19 - Volunteer supporter in the Miesbach Ambulant Hospiz service - Current Holzkirchen, DE**

- Support people at the end of their life and their families

**05.11 - Trustee - Hope for Children, Hemel Hempstead, UK  
04. 15**

- Oversaw the work of the Programme team in a small development charity helping children in communities in 7 countries across Africa and Asia

**01.13 - Non executive director – Economy of Hours, London, UK  
06.14**

- Supported the growth of a start-up developing a B2B complementary exchange currency

**01.13 - Volunteer Recovery Transition Worker – Holy Cross Centre Trust, London, UK  
06.14**

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

**09.09 Fundraising for the Little Prince School in Kibera, Nairobi**

- Raised €15,000 to support the work of the school in the Nairobi slum of Kibera

## EDUCATION AND SELECTED TRAINING

Aug 20	Machine learning for Business Professionals - Google Cloud
Nov 19	Blockchain: Understanding its uses and implications - Linux Foundation
Oct 19	UX Design - DesignLab
Jun 18	Shaping Work of the Future - MITx
Jun 17	Ulab ox: Leading awareness-based system change - MITx
Sept 16	ULab: Leading from the Emerging Future – MITx
Mar 12.	NVQ in Mental Health Work level 2 City and Guilds, London - UK
Dec 08	Social Return on Investment New Economics Foundation, London - UK
Dec 06	International Development UN staff college, Turin - IT
Dec 05	LSE - MSc in Development Management – London, UK
Oct 03	University of Trieste - BSc in International Politics & Economics – Trieste, IT

## LANGUAGES AND INTERESTS

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

**Interests:** Jewellery making; Experimental cooking; Listening to and occasionally playing classical music; Giving a home to stray animals and plants.