

# Stefano Rossi

I'm a multidisciplinary creative designer specializing in **Product, Service and Visual design**. Currently living in Amsterdam. I will never stop believing in the transforming potential of design.

<i>Languages</i>	Italian English	Native Advanced	
<i>Work Experiences</i>	<b>Senior Digital Product Designer</b> Full-Time	ParkBee, Amsterdam	Dec 2024 – Current
	→ <b>led</b> the Product Design team, establishing a strong <b>product mentality</b> across the organization and aligning design, product, and business thinking.  → <b>owned</b> the design system and brand foundations, and led the <b>rebuild</b> of ParkBee's app and web experiences to ensure consistency, scalability, and quality.		
	<b>Digital Product Designer</b> Full-Time	AKQA, Amsterdam	June 2023 – Dec 2024
	→ crafted and evolved <b>design systems</b> while developing new user experiences, overseeing their successful implementation for one of the <b>world's leading</b> automotive brands.  → participated actively within a <b>multidisciplinary team</b> , engaging in collaborative efforts to conceptualizing, refining, and ultimately <b>pitching clients</b> .		
	<b>Service Designer</b> Full-Time	Accenture, Milan	Sep 2022 – May 2023
	→ collaborated with the <b>Italian Ministry of Health</b> to redesign a critical touchpoint, conducting <b>interviews</b> and <b>workshops</b> to understand user needs and <b>optimize workflows</b> for improved efficiency and effectiveness.		
	<b>Digital Product Designer</b> Full-Time	Freelance, Milan	Nov 2020 – Jun 2022
	→ focused on enhancing multiple brands in the <b>automotive</b> and <b>fashion</b> industries through strategic consultancy and the development of digital touchpoints.		
	<b>Junior Digital Product Designer</b> Full-Time	YOOX, Milan	Nov 2019 – Oct 2020
	→ designed the YOOX new app and service with a strategic <b>product focus</b> , positioned to compete with established fashion retailers in the market.		
<i>Education</i>	<b>Specializing Master in User Experience Psychology</b>	Poli.design & Cattolica	Jan 2022 – Jan 2023
	<b>Master degree in Visual Communication Design</b> <b>First Class Honours</b>	Academy of Fine Arts	Sep 2019 – Sep 2021
	<b>Bachelor degree in Visual Communication Design</b> <b>First Class Honours</b>	Academy of Fine Arts	Sep 2016 – Sep 2019
<i>Workshop</i>	<b>Future Product Days Conference</b>	FPD	Copenhagen, Denmark
	<b>Figma Config Conference</b>	Figma	San Francisco, USA
	<b>UX Design Bootcamp</b>	Talent Garden	Milano, Italy
			Oct 2022