

# 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.

## Languages

Italian  
English

Native  
Advanced

## Work Experiences

Senior Digital Product Designer  
Full-Time

ParkBee,  
Amsterdam

Dec 2024  
– Current

→ **led** the Product Design team, establishing a strong **product mentality** across the organization and aligning design, product, and business thinking.

→ **owned** the design system and brand foundations, and led the **rebuild** of ParkBee's app and web experiences to ensure consistency, scalability, and quality.

Digital Product Designer  
Full-Time

AKQA,  
Amsterdam

June 2023  
– Dec 2024

→ crafted and evolved **design systems** while developing new user experiences, overseeing their successful implementation for one of the **world's leading** automotive brands.

→ participated actively within a **multidisciplinary team**, engaging in collaborative efforts to conceptualizing, refining, and ultimately **pitching clients**.

Service Designer  
Full-Time

Accenture,  
Milan

Sep 2022  
– May 2023

→ collaborated with the **Italian Ministry of Health** to redesign a critical touchpoint, conducting **interviews** and **workshops** to understand user needs and **optimize workflows** for improved efficiency and effectiveness.

Digital Product Designer  
Full-Time

Freelance,  
Milan

Nov 2020  
– Jun 2022

→ focused on enhancing multiple brands in the **automotive** and **fashion** industries through strategic consultancy and the development of digital touchpoints.

Junior Digital Product Designer  
Full-Time

YOOX,  
Milan

Nov 2019  
– Oct 2020

→ designed the YOOX new app and service with a strategic **product focus**, positioned to compete with established fashion retailers in the market.

## Education

Specializing Master in  
User Experience Psychology

Poli.design &  
Cattolica

Milan,  
Italy

Jan 2022  
– Jan 2023

Master degree in  
Visual Communication Design  
**First Class Honours**

Academy of  
Fine Arts

Catania,  
Italy

Sep 2019  
– Sep 2021

Bachelor degree in  
Visual Communication Design  
**First Class Honours**

Academy of  
Fine Arts

Catania,  
Italy

Sep 2016  
– Sep 2019

## Workshop

Future Product Days  
Conference

FPD

Copenhagen,  
Denmark

Sept 2025

Figma Config  
Conference

Figma

San Francisco,  
USA

June 2024

UX Design  
Bootcamp

Talent  
Garden

Milano,  
Italy

Oct 2022

## More on

Mail → [rossi\\_stefano@outlook.it](mailto:rossi_stefano@outlook.it)

Portfolio → [stephanreds.com](http://stephanreds.com)

+39 3466667738