



## Stefano Riva

Services & UX Designer

[portfolio and works](#)

- Design Solving  
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ENG

### SKILLS

- Design
- Management
- Strategy
- Design Thinking
- Marketing
- Problem Solving
- User Experience
- Customer Experience

### APP SKILLS

- MS Office, Google world
- ADOBE: AI, PS, IN, XD, LR
- Google Analytics, ads, mybusiness
- CMS: Wordpress (Elementor), Later, Mailchimp
- SMM:
- Figma, Slack, Invision, Trello, Lucidchart

### PERSONALITY

- ✓ Versatile
- ✓ Empathetic
- ✓ Dynamic
- ✓ Autonomous
- ✓ Curious
- ✓ Organized
- ✓ Creative
- ✓ Reliable

### HOBBIES

- Innovation & Knowledge
- Bicycles
- Design

## About

A day by day update on business management and service design led to the vision of design as a global methodology, capable of mobilizing all company resources, including its culture in various departments such as business development, management, marketing, research, etc..

I'm used to focus my work upon design thinking innovation and toward human centered design. I always go deeper into every project building relationship with prospects, clients, small and medium enterprises try to understand their different personalities.

Several situations/scenarios help me increasing my experience in order to achieve the most efficient outcome which is tailored on customers' specific requests and which underline the importance of listening to the customers as well as getting their feedback.

## Experience

- 12/2013 Freelancer at Design Solving  
*now* : Service Design and User Experience Design for SME's  
: Brand Identity, brand development and strategy, storytelling  
: Process innovation in small and medium enterprises  
: Project Management e Customer Experience  
: Interaction Design, Problem Solving  
: Digital: marketing, direct marketing and advertising, social media (Facebook, Instagram Management)  
: Visual Web Design (User Interface, User Experience)  
: Offline advertising  
: Marketing strategies for web ecosystem  
: Market research, Business Analysis  
: Product Design, Interior Design (concept)  
: Photography

### Clients and Partners:

Panzer8 Dubai, Nitam, Emmesuisse, Accademia Inter, AB Impianti, Ronchi srl, Trancio Luna Rossa, Unipol Assicurazioni, Wear Me 30 Times, Womsh, Blendfeel srl, Martino Agency, Centro Iva Contabile, FlaviaChe, Eleven Football Academy, Atlante studio medico, SM lavoro 360, ....

- 2/2020 Head of Design, UX & Service Designer and Project Manager  
*now* Genuine Way SA - blockchain/software Swiss startup

- 6/2020 Brand Designer, Ux, Consultant  
Federazione Italiana Paralimpica Powerchair Sport - Sports federation

- 2-7/2020 Service Designer for SMEs  
Digithub Italia Srls - Tech Consulting Company

- 4-7/2018-2-9/2019 Service Design Strategist  
Italfrigo Service Srl - B2B Web Agency

- 11/2018-5/2019 Brand Design (Vanmai Project)  
United Nations of Drugs and Crime (UNODC)

- 2-7/2016 Web Marketing - Web Designer - Comunicazione (internship)  
Digital Mover Srl - Web Agency

- 6/2011 Graphic Designer (internship)  
Primo Piano Srl - Communication Agency

## INTEREST

- + Digital
- + Old Bicycles
- + Photography
- + Do It Yourself
- + Volunteering
- + History & Antiques
- + Business
- + Documentary
- + Human Design
- + Sustainability

## ALTRO

mascherine  
lavabili.it



2020 | Founder & owner  
[mascherinelavabili.it](https://www.mascherinelavabili.it) project:  
Aggregator and comparator of  
washable face mask online



2017 | Founder & Owner  
[designsolving.com](https://www.designsolving.com):  
Holistic Design Studio



2013 | Co-founder & owner  
[caesarnfrank.com](https://www.caesarnfrank.com) project:  
Old bicycle inspired brand

- Workspace safety training - low risk  
(valid until may 2021).

- Certificate Level 1 in ESOL  
international (Speaking and Listening)  
B2.1 of the CEFR – Grade 7

- Italian License B - own car

## Education

### Master's Degree: Management and Service Design

Sep.2016 - Nov. 2018 | 99/110

Thesis: *DESIGN THINKING: a holistic approach to innovation process*

Università degli Studi di Milano Bicocca, Milan (Italy)

### Bachelor's Degree: Artistic Design for Business

Nov.2012 - Mar. 2015 | 108/110

Thesis: *Historical research of bicycle and Design Methodology of its frame*

Academy of Fine Arts - Brera, Milan (Italy)

### Higher Ed. Diploma - Industrial Technician in Graphics and Advertising

Jul.2012 | 96/100 | Praise school years 2009/2010, 2010/2011

Thesis: *New advertising: marketing online, keywords advertising*

IISS C.E. Gadda di Paderno Dugnano, Milan (Italy)

## Capability

- Time management and work organization.
- Able to using management software.
- Understanding, listening and empathy.
- Technical skills and search for alternative solutions.
- Management of medium-long term projects.
- Development, managing jobs with professionals and remote collaborators and also with foreign countries.
- Relational and communication skills.
- Strategies for value propositions
- Design and multidisciplinary processes
- Marketing strategies for SME's

### Freelance - Design Solving

: Service Design and User Experience Design for SME's

: Brand Identity, brand development and strategy, storytelling

: Process innovation in small and medium enterprises

: Project Management e Customer Experience

: Problem Solving

: Digital: marketing, direct marketing and advertising, social media  
(Facebook, Instagram Management)

: Visual Web Design (User Interface, User Experience)

: Offline advertising

: Marketing strategies for web ecosystem (Google Adwords, Google  
Analytics)

: Market research, Business Analysis

: Product Design, Interior Design (concept)

: Photography