



## Daniela Petrillo Senior Service Designer

28.01.87 - based in Milan, Italy

Senior service designer, expert in user research and user experience in phygital environment. I have a natural attitude in problem solving and I use to collaborate with different professionals navigating complexity. My main interests are rooted in welfare sector and healthcare, digital transformation and sustainability.

**in** [it.linkedin.com/in/danielapetrillo](https://it.linkedin.com/in/danielapetrillo)

## WORK EXPERIENCES

until now  
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Jan. 21

### Senior service designer - in house | Humanitas SPA (Milan, IT)

Private and Public Healthcare

Posting work at **Humanitas Research Hospital** at **Patient Experience Quality & Process** team, report to the Head of Dept. and in charge of:

- . patient satisfaction monitoring,
- . on behalf of PX dept, audit and shadowing activities for continuous improvement (JCI standard)
- . PM for various projects, as "Coronawatch - experimenting wearable" in collaboration w/Bosch ITA, "Volunteering coordination after covid19", "Redesign the Discharge for functional and no-functional surgery".

Dec. 20  
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Oct. 18

Report to the Head of HR Group in **change management and digital transformation** projects. Also PO for the following projects:

- . Career website for Human Resources dept. - [jobs.humanitas.it](https://jobs.humanitas.it)
- . Imaging service website, coordinated by New Business Development dept. - [radiologia.humanitas.it](https://radiologia.humanitas.it)
- . Pelvic floor Unit website, coordinated by Operations dept. - [clinicacastelli.it/centri/centro-del-pavimento-pelvico](https://clinicacastelli.it/centri/centro-del-pavimento-pelvico)

Sept. 18  
^  
Nov. 16

### Chief Design Officer | Centro Medico Santagostino (Milan, IT)

Private Healthcare

Report to the CEO, creation and direction of the in-house department, managing a 4 jr designers (product and service), mainly involved in the Operations, IT and HR activities:

- . Design culture development
- . Visual branding co-ordination
- . Design methods and tools definition
- . Responsible of UX Trial Test for apps and website

## OTHER DESIGN EXPERIENCES

20/exp. 22  
since 2020

**Vice President** at Architecta - Italian Association for Information Architecture

**Mentor** via MegaMentor

2014/15

**Facilitator and Designer** for "Human Library in Prison" at Bollate Prison (Milan, IT) in collab with ABCittà coop.

2011/15

**Tutor and advisor** at Politecnico di Milano for the Bachelor and Master thesis in Interior Design

2008/13

**Designer and museum guide** at Achille Castiglioni Foundation (Milan, IT)

## EDUCATION

Nov. 16  
^  
Nov. 12

### PhD in Design (with honour) | Politecnico di Milano (Milan, IT)

**Thesis "Design for Urban Reassuring Scenario - strategies and tools towards inclusive public spaces"**

within the DHOc - Design for Hospitable Cities research group

Dec. 13  
^  
Sept. 13

**Associate Research Fellow | Innovation Centre @ UAL - Central Saint Martins**

**Design Against Crime Research Centre (London, UK)**

Socially Responsive Design Approach; Case study and Good Practice methodologies

*Involved in the background process for "Social Safer Neighborhood" project, support in workshop and public consultation activities.*

July 11  
^  
Sept. 08

### MSc in Interior Design | Politecnico di Milano (Milan, IT)

**Thesis "About love and punishments - guidelines for meeting rooms in prison. St. Vittore district jail case study.**

July 10  
^  
Feb. 10

**Interiorismo @ EINA - Escuela de disseny i art (Barcelona, ES)**

*Erasmus scholarship*

# SKILLS

## service design

I am really strong in **qualitative research** through **human centred design** approach.

I am able to use existing toolkits and **to create/co-create new ones** for inquiry and analysis phases.

Because of the **compassion** I've nurtured since now, I am also strong in **co-design and envision activities** through **maps, diagrams and graphic visualizations leading groups** from different background and levels.

**High capability in concept development and scenario planning through backcasting and forecasting.**

Excellent in found hunting; autonomous in writing project and research proposal for founding or scientific reports and papers; self-confident in public presentations and discussions.

### favourite methods



interviews



shadowing



case studies &  
best practices



mixed  
(qual. + quant.)

### favourite tools



customer  
journey



offering  
map



storyboard



personas

### favourite outcomes



business  
strategy



phygital  
experience



design  
awareness



continuous  
improvement

## operational design

### OS

Mac OS



Windows



### Graphic

Illustrator



Photoshop



InDesign



Canva



### MS Office

Excel



Power Point



### UX

Balsamiq



Invision



### 2D & 3D drawing

Autocad



SketchUp



## confident but still learning



agile method



negotiation



business analysis



organisational model

## languages

Italian: native speaker

English: Advanced C1

Spanish: Intermediate Level

## side projects



**@senzazuccheri\_aggiunti**

by Giulia Mengolini on Instagram  
*strategy design for social network, raising  
awareness about T1 diabetes*

## things I really love to do

Visit exhibitions & attend live music | Reading | Travel solo