

VALENTINA PERILLA

service & experience design

work experience

Minsait Xstudio, Mexico City, MX | 2024 – present Senior Manager Service Designer

- Led user-centered service design projects across industries using design thinking methodologies.
- Designed scalable, omnichannel experiences, integrating digital and physical touchpoints through co-design with users, stakeholders, and partners.
- Developed service tools such as Service Blueprints, Customer Journey Maps, JTBD, User Personas, Stakeholder Mapping, and Service Offering Maps.
- Conducted qualitative and quantitative research, blending insights to drive strategy and business impact, and delivered end-to-end services from research to implementation.
- Facilitated co-creation workshops to align teams, stakeholders, and users in the design process.
- Co-led a 42-member multidisciplinary team (VD, UX, UI, SD, CX), working hands-on with core teams of 3-4 designers across various client projects.
- Specialized in financial services, retail, insurance and healthcare, delivering high-impact strategic solutions.
- Measured experience-driven metrics, ensuring business success as a byproduct of great service design.

frog, Mexico City, MX | San Francisco CA | 2022 – 2024 Senior Service Designer

- Led design and implementation of personalized digital, physical, and phygital experiences, including PaaS and PSSD models.
- Identified market growth opportunities, improving service delivery through incremental innovations and designing services from scratch.
- Designed and scaled services, optimizing systems, structures, and processes.
- Applied user-centered design to develop and pilot seamless omnichannel experiences.
- Conducted stakeholder workshops to align expectations and implement strategic design solutions.
- Specialized in banking, retail, and organizational design, delivering high-impact solutions.
- Designed service tools including Service Blueprints, Customer Journey Maps, JTBD, User Personas, Stakeholder Mapping, Experience Mapping, and System Maps...

Mobility ADO, Mexico City, MX | 2020 – 2022 Senior Service Designer

- Led the design of mobility-focused services, integrating digital and physical touchpoints across brands in America and Europe.
- Conducted cross-data analysis, service mapping, and user research to enhance business revenue and customer experience metrics (NPS, CSAT, user retention).
- Collaborated with cross-functional teams to develop omnichannel strategies, optimizing customer journeys and touchpoints at scale.

Milanosesto, Milan, IT | 2020 Service Designer

- Designed healthcare services for the new city of Milanosesto, addressing future residents' needs and adding value to Lombardy's urban landscape.
- Led co-creation workshops to align stakeholders, ensuring championing of ideas and seamless implementation.
- Developed concepts, service maps, and experience frameworks for digital, physical, and hybrid platforms.

Musubi, Milan, IT | 2019 Experience Designer

- Designed the digital customer experience for a trade service platform connecting Italy and Mexico.
- Applied design research and mapping to align partner, supplier, and user needs.
- Created low-fidelity prototypes for user testing and collaborated with developers for implementation.

Pantera, Mexico City, MX | 2017 – 2018 Product Designer

- Designed market-aligned products, incorporating customer experience insights and retail research.
- Translated consumer trends into compelling storytelling and marketing strategies.
- Conceptualized and prototyped innovative product solutions, driving revenue growth.
- Products featured in Netflix, ELLE, Vogue, and Marie Claire.

citibanamex, Mexico City, MX | 2015 – 2017 Project Manager

- Identified user experience enhancement opportunities in testing environments.
- Designed solutions aligned with business objectives, ensuring seamless customer experiences.
- Synthesized complex data into clear, strategic communication for stakeholders.

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summary

I'm a multidisciplinary designer specializing in service and experience design, with 9 years of experience across various sectors. I believe our job as designers is to explore areas others overlook, uncovering unique opportunities. I'm driven by the pursuit of untapped opportunities to provide meaningful value for customers and businesses. I firmly believe that good design is essential for achieving social impact and delivering user value while meeting business objectives.

education

Master | Product Service System Design Politecnico Di Milano | 2018 - 2020

Specialization | Retail Design Istituto Di Moda Burgo | 2016 - 2017

Bachelor | Design Nuova Accademia Di Belle Arti Milano | 2011 - 2014

experiencia adicional

Experience Design | Universidad Ibero CDMX, Mx | 2020 - present

Service Designer | Villa Arconati Bollate, IT | 2019

Stylist Second Assistant | Movie Magic Milan, IT | 2018

Design intern | Rotella Comunicazione Milan, IT | 2014

Exchange | İstanbul Bilgi Üniversitesi Istanbul, Turkey | 2014

Exchange | Nagoya University of Arts Nagoya, Japan | 2013

skills

Design Tools & Methodology

User-Centred Design // Design Thinking
Qualitative & Quantitative Research
Piloting // Prototyping // Workshops
CX // UX // CRX // CoDesign // CoCreation
User Personas // JTBD // Storyboards
Experience Mapping // Customer Journey Map
Service Blueprint // Offering Map // System Map
Stakeholders Map // Desktop Walkthrough
Digital Strategy

languages

Spanish Native
English Bilingual
Italian Fluent
French Basic