VALENTINA PERILLA

service & experience design

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Portfolio
https://www.vperilla.com/

work experience

frog, Mexico City, MX | 2022 – present
Senior Service Designer

· Led personalized business designs for digital, physical, and phygital customer experiences, including PaaS offerings.
· Identified market growth opportunities and improved service delivery.
· User-centered and design thinking frameworks to collaborate with multidisciplinary teams in designing, prototyping, and piloting seamless services across multiple channels.
· Scaled, redesigned, iterated, and created new services while considering supporting systems, organizational structures, and processes.
· Conducted workshops with clients to align expectations and implement designs.
· Specialized consultant for financial services, retail, and organizational design.
· Client portfolio includes: Banorte, BCP, Credicorp, Cox, among others.

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

· Led customer-centric mobility product and service experiences with a holistic approach from conceptualization to implementation, both for digital platform strategy and analogical experience, across multiple company brands and countries.
· Utilized research methods, cross-data analysis, service, and experience mapping to enhance current service areas, resulting in increased business revenue, NPS, satisfied users, satisfaction score, and retention rate.
· Collaborated with cross-functional teams on omnichannel strategies to design seamless end-to-end experiences, optimizing touchpoints and scaling the best experience.

Milanosesto, Milan, IT | 2020
Service Designer

· Designed healthcare service for the upcoming city Milanosesto, meeting future inhabitants' needs and adding value to Lombardy's new city.
· Collaborated with teams, stakeholders, suppliers, and partners to develop innovative solutions.
· Utilized iterative workshops with co-design approach, involving key stakeholders.
· Led concept development and service mapping across digital, physical, and phygital platforms.

Musubi, Milan, IT | 2019
Experience Designer

· Designed the digital customer experience for an upcoming service trade platform facilitating product exchanges between Italy and Mexico.
· Utilized various design research and mapping methods and frameworks to accommodate stakeholder needs and requirements, including partners, suppliers, and end-customers.
· Created rapid, low-fidelity prototypes to visualize the customer experience, conduct user testing, and collaborated closely with the development team to ensure implementation.

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

· Collaborated with production to enhance existing and new products, aligning them with market trends and customer experience.
· Conducted in-depth retail research, integrating findings into impactful storytelling and marketing campaigns.
· Conceptualized and prototyped innovative ideas into tangible products, driving revenue growth.
· Featured products in Netflix series, ELLE, Vogue, and Marie Claire.

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

· Collaborated with multidisciplinary teams to identify opportunities to enhance the user experience in testing environments.
· Designed solutions aligned with business objectives to ensure positive end-user experiences.
· Synthesized complex information for compelling internal communication with stakeholders.

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

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 // Miro // Mural // Figma // Adobe

languages

Spanish Native
English Bilingual
Italian Fluent
French Basic