

# Alberto Imberti

## Service & Strategic Design

✉ alb.imberti@gmail.com 📞 +39 3386289843 🌐 [Linkedin](#)



## RELEVANT EXPERIENCES

### Executive Committee Member

#### Tondo

📅 01/2024 - Ongoing 📍 Milan, Italy

Tondo is a cluster of organizations dedicated to the Circular Economy, working to create an ecosystem between universities, start-ups, companies, organizations and individuals, to foster innovation, entrepreneurship and circularity. As member of Executive board, I am responsible for overseeing the organization's strategic planning and decision-making processes.

### Strategic Designer

#### Freelance

📅 04/2023 - Ongoing 📍 Milan, Italy

I am embarked on a path as an independent consultant, collaborating with consulting firms and designer collectives, to support public and private organisations transition towards generating positive impact in the systems they operate in. The focus of my work is to apply design to understand, reflect and act on social and ecological challenges we face as workers, customers, citizens, individuals, biological organisms.

### Design Lead

#### Business Integration Partners

📅 04/2018 - 04/2023 📍 Milan, Italy

Project team leader and client manager in different industries:

- Support organizations in designing new services and crafting engagement experiences for their clients and employees.
- Human centered research and ethnographic (based on qualitative and quantitative methodologies).
- Insight crafting, user types and personas definition, customer journey mapping and service blueprint design.
- Design and facilitation of effective analytic and creative co-design sessions

### Management Consultant

#### Business Integration Partners

📅 03/2017 - 04/2018 📍 Milan, Italy

Project Manager in Telco industry:

- Governance of complex digital initiatives, end to end project delivery management, stakeholder engagement, process & service design and customer experience improvement.
- Deep knowledge of customer operations, sales channels, and offer & product management of fast digital Telco companies.

## EDUCATION

### Service Design for Systemic Change

#### Politecnico di Milano - Polidesign

📅 04/2023 - 06/2023

### Mastering Service Design

#### Service Design College / Polestar

📅 05/2022 - 07/2022

### People-Centred Research

#### Copenhagen Institute of Interaction Design / United Nations

📅 07/2019 - 08/2019

### MSc in International Business and Economics

#### Università degli studi di Pavia /Universidad de Sevilla

📅 10/2011 - 04/2014

Score: 106/110 (GPA: 5.00/6.00)

## LANGUAGES

### Italian

Native



### English

Proficient



### Spanish

Advanced



## CERTIFICATIONS

### Storytelling for Influence

IDEO U

### Professional Scrum Master 1

Scrum.org

### ITIL® in IT Service Management

Exin

### Linkedin Recruiter Training

Linkedin

## RELEVANT PROJECTS

### Circular Design in Building Sector

Participated in a pioneering project to establish a circular construction waste ecosystem, reducing CO2 emissions by reimagining buildings as "material banks" and leading the adoption of digital passports for material tracking, thus enhancing cross-sector collaboration.

### Enhancing Mortgage Experiences

Participated in a collaborative project with a bank to enhance mortgage consultation and brokerage services by analyzing customer experiences and perceptions throughout the mortgage lifecycle, revealing the critical role of emotional support in client satisfaction and retention, and identifying service inconsistencies that could impact future client acquisition.

### Digital Transformation Initiative

Led a transformative digitalization project within an energy company's engineering department, designing a unified digital platform to integrate over 11 systems, streamline workflows, and enhance collaboration among 100+ stakeholders, significantly optimizing project management and operational efficiency.