

MR · Marco Righetto

Portfolio: marcorighetto.it • **Email:** marco.righetto@gmail.com • **Phone:** +34 650 475 034 • **Location:** Gijón, Spain

Hi! I am Marco. In a nutshell:

- I have **13+ years of experience: Product, Service, and UX design, strategy, and innovation**, from early stage startups to world-class consulting and tech corporations.
- I have a track record of delivering **tangible outcomes and strategic guidance from complex and ambiguous challenges**.
- Systemic approach: built on **data, empathy, and creativity**. I believe in design, prototyping, and visual storytelling as tools for collaboration, unveiling and fulfilling people's needs, delivering value across stakeholders, and providing elegant simplicity.

Work Experience

SPOTIFY

Spotify is the world's most popular audio streaming subscription service, with over 574 million users and 226 million subscribers in more than 180 markets.

Staff Service Designer

Mar 2023 – Feb 2024 (remote)

- **Design lead for Moderation capabilities** readiness under the **Digital Services Act**: the novel EU legal framework that regulates on-line platforms to ensure user safety.
 - Aligned 20+ stakeholders from legal requirements to definition-of-done in 3 weeks.
 - Mentored and led a team of 4 designers delivering the MVP across digital touchpoints.
- **Design strategist** for the evolution of **user reporting**.

Senior UX, Product, and Service Designer

Mar 2021 – Feb 2023 (remote)

- **Design lead company-wide for Safety by Design**.
 - Influenced go-to-market roadmap for 3 new products.
 - Delivered an R&D <> Public Affairs operating model to mitigate safety risks.
 - Delivered a Safety by Design tool hub for R&D, consulted by 20+ product teams.
- **Service design lead for the Content Integrity Platform**.
 - Aligned 70+ people on customer needs and customer engagement model
 - Raised awareness for the internal platform (80 visits in 3 months, 280+ in 12).
 - Reduced customer onboarding time by 50%.
- **Design lead company-wide for compliance** with EU regulations on freedom of expression and intellectual property protection, preventing potential liabilities estimated at 15M euros.

User researcher & Product and Service Designer (Contractor)

Nov 2019 – Mar 2021 (Stockholm / remote)

- Discovery and research lead of 10+ people teams.
- Delivered **insights and a customer needs framework** to prioritize strategic opportunities: used for 2+ years across Spotify's Content Platform (300+ people department).
- **Leading design for content compliance** across Trust & Safety, Legal, Engineering, Customer Service, and Product stakeholders.

FREELANCE CONTRACTOR

● Product, Strategic, and UX Designer

Jul 2019 – Oct 2019 (Gijón, Spain - remote)

Clients included iubenda.com (a pioneering SaaS for legal compliance and consent management, with 100,000 customers in 100+ countries) and aelec.es (the national Spanish association of electric energy companies).

● Parental Sabbatical

Mar 2019 – Jun 2019 (Gijón, Spain)

IED • ISTITUTO EUROPEO DI DESIGN

IED is the world largest higher education network in the creative field. It spans 11 cities in Italy, Spain, and Brazil, with 10,000+ students per year. My main task was to foster a culture of collaboration and innovation across the network.

● Corporate Director of Innovation

Feb 2018 – Feb 2019 (remote)

- Redesigned and piloted internal communication flows that have resulted in 50% more cross-disciplinary projects than the historical best.
- Piloted a new internal communication practice and tool estimated to achieve an ROI of 220% in 3 years from streamlined internal communications alone.

STREETLIVES

Streetlives is a nonprofit connecting NYC's homeless and vulnerable communities to social services.

● Member of the Board

May 2021 – Apr 2023 (remote)

- I guided product strategy, community outreach, and customer growth.

● Co-founder and Director of Product

Aug 2015 – Apr 2021 (New York, NY, USA / Remote)

- Led pro-bono organization's growth from 2 to 15 people.
- Established human-centered product development practices across tech, data, and design
- Launched a community-led product that enabled users to learn digital and mediation skills.
- Managed a team of 3 pro-bono designers

HANZO

Hanzo is a boutique distributed digital product design and development studio working with world-renowned brands, including Zara, BBVA, and Mapfre.

● Senior UX and Service Designer & Team Lead

Jan 2017 – Jan 2018 (Madrid, Spain / remote)

- Shipped – through lean and agile methodologies – a B2B financial services product that reduced complexity and streamlined deal-offering processes.
- Defined and shipped Savia, a revolutionary B2C healthcare service for the Spanish market, with 440,000+ users.
- Established supportive feedback practices in project teams and at a studio level, resulting in a culture of increased collaboration and higher-quality creative solutions.

Sectors: Banking and financial services, healthcare, education, future of work.

IDEO

IDEO is a global design and innovation consultancy that creates positive impact through design.

Senior Interaction Designer

Jun 2015 – Dec 2016 (New York, NY, USA)

- Consulting work included: **insights generation, customer engagement strategy, detailed product design and prototyping, and facilitation of organizational change** for clients such as American Express, Nike, Brooklyn Public Library, and Quest Diagnostics.
- I led internal studio projects resulting in:
 - Weekly digital inspiration activities (9-months) that led to more robust portfolio for digital.
 - Shipping an app and facilitating monthly studio-wide feedback sessions.
 - Shipping an internal business intelligence product to optimize pipeline and resources.

SUMALL

SumAll's mission was to democratize data through tools for small and medium businesses.

Working at a hyper-growth startup (12 to 55 employees in 18 months), I mastered my agile and lean design and product development skills.

Product and Service Designer & Product Owner

Jan 2014 – Jun 2015 (New York, NY, USA)

- Achieved **compound monthly mobile user acquisition rate of 28% over 12 months**, getting from ~1k to ~15k mobile sign-ups.
- Increased web user acquisition and reduction of onboarding customer support tickets, optimizing sign-up, onboarding, and first-time experience.
- Led **qual and quant customer research** that shaped revenue-generating products [SumAll Reports](#) and [SumAll Insights](#).

FJORD (ACCENTURE SONG)

Fjord was an international design and innovation consultancy focused on designing services and digital products, acquired by Accenture in May 2013. I worked across banking and financial services, media and telco, healthcare, and the public sector.

Interaction and Service Designer II

Jan 2013 – Dec 2013 (Madrid, Spain)

Interaction and Service Designer I

May 2011 – Dec 2012 (Madrid, Spain)

Interaction design intern

May 2010 – Oct 2010 (Madrid, Spain)

Education

MA in Interaction Design

IUAV University of Venice, Venice, Italy – 110/110 (equivalent to 4.0 GPA)

BA in Mass Media and Communication

University of Padua, Padua, Italy – Summa cum laude)

Languages

English · Full professional proficiency

Spanish · Full professional proficiency

Italian · Native or bilingual proficiency

Key honors and awards

- 2023: Speaker at “Trust & Safety UX Google Monthly Series” on “Beyond customer-centered design”
- 2023: Panelist for “[Service Design at Spotify](#)” for the SDN Dallas (200+ participants & 1k+ views)
- 2023: Teaching “Research, Ideation, and Prototyping” strategic design course for [Mr.Marcel School](#)
- 2022: Co-author of “[Backstage Tickets to the World of Service Design at Spotify](#)”; on [spotify.design](#)
- 2018: Speaker at Interaction’18: “[Streetlives](#): Empathy-driven data and product design”
- 2017: Co-author of “[How to Design a Meeting That Doesn’t Suck](#)”; IDEO blog
- 2016: Speaker at [Radical Networks](#): “StreetlivesNYC: A Crowdsourced Map of Information From and For The Homeless Community in NYC” in New York, USA
- 2016: IDEO lectures on human-centered design and design thinking: at The Metropolitan Museum of Art and Columbia University in New York, NY, USA
- 2014: Co-author of the [essay](#) “Tales from the Crick: Experiences and Services When Design Fiction Meets Synthetic Biology” part of the book “Designing For Emerging Technologies” published by O’Reilly Media
- 2013: Winner of the “[TV Connect Industry Awards](#)” in the category “Best Multiscreen Service” with Play, designed at Fjord for Telefónica Digital
- 2013: “Hack you! The human body as the next interface frontier”: speaker at [UX Spain](#), article co-author for [FastCompany](#), speaker at [Interaction’13](#)
- 2013: Article “[¡Hackea mi cuerpo! / Hack you!](#)”; Yorokobu
- 2012-11: “Aura: Wearable Devices for Non-verbal Communication between Expectant Parents”: [Winner of European Youth Award / WSA Young Innovators](#), [leading author](#) in the international journal “Studies in Material Thinking”, Auckland University of Technology (New Zealand); speaker at [Ambience11](#) at Borås University, Sweden; speaker at Fjord Kitchen in Berlin, Germany