



# Roberta Tassi

📞 +39 340 8561072

✉️ servicedesigntools@gmail.com

★ www.servicedesigntools.org

💬 (skype) roberta\_tassi

Date of birth: 02-10-1983 | Nationality: Italian

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## WORK AND TEACHING EXPERIENCES

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from May 2014

### Principal Design Researcher

**frog design** | Milan, Italy

*Lead the Design Research practice in the Milan studio and contribute to the growth of the qualitative research discipline in frog globally.*

*Lead global design research programs: from research planning to fieldwork, data collection, synthesis and ideation.*

*Participate to social impact projects and initiatives, working with organizations such as UNICEF and GSMA.*

*Foster the role of visual synthesis to support system thinking as a way to address complex service design challenges.*

*Explore new applications of design tools and frameworks to facilitate innovation processes and accelerate societal transformations.*

from 2012

### Faculty Teacher

**SUPSI** Interaction Design Master | Lugano, Switzerland

**Service Design Course:** *teach how to run ethnographic research, identify design opportunities and develop service concepts that address key user needs. Coach the students to guide them designing and prototyping the concept they identified (interaction + visual design).*

from 2009

### Teaching Assistant

**Politecnico di Milano** Design Faculty | Milan, Italy

**Interaction Design Lab.:** *teach how to run ethnographic research, identify design opportunities and develop service concepts that address key user needs. Coach the students to guide them designing and prototyping the concept they identified (interaction + visual design).*

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from 2014 to 2015

## Contract Professor

**Politecnico di Milano** Design Faculty | Milan, Italy

*Interior Design Lab.:* teach the fundamentals of Human Centered Design and participatory design applied to the design of environment and spaces. Support students using visual tools to represent their concept and structure their thinking.

from 2012 to 2014

## Senior Design Researcher

**frog design** | Milan, Italy

from 2010 to 2012

## Design Researcher

**frog design** | Milan, Italy

from 2009

## Service Design Tools admin.

**website** author, editor and administrator

from 2007 to 2009

## Design Researcher & Consultant

**Domus Academy** Research Center | Milan, Italy

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### EDUCATION & TRAINING

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from 2005 to 2008

## MA degree, Communication Design

**Politecnico di Milano** Design Faculty | Milan, Italy

*Learn how to manage complexity by applying information visualization techniques.*

*Gain knowledge around the basics of semiotics, sociology and ethnography.*

*Develop deep expertise around the relationship between communication and service design, focusing on the role and use of visual representation applied to complex design processes.*

from 2002 to 2005

## BA degree, Industrial Design

**Politecnico di Milano** Design Faculty | Milan, Italy

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## PERSONAL SKILLS

Mother tongue(s) **Italian**

Other language(s) **English**

UNDERSTANDING		SPEAKING		WRITING
LISTENING	READING	SPOKEN INTERACTION	SPOKEN PRODUCTION	
<b>C1</b>	<b>C1</b>	<b>C1</b>	<b>C1</b>	<b>C1</b>

Levels: A1/2: Basic user - B1/2: Independent user - **C1/2 Proficient user**

Common European Framework of Reference for Languages

Communication skills **Excellent at working within teams.**  
**Good interaction with project stakeholders, generating positive engagements.**  
**Excellent at establishing a dialogue with people and users.**  
**Good listener.**

Organizational/managerial skills **Domain leader:** manage the Design Research team in frog Milan.  
**Project leader:** lead the creative team involved on research programs.

Job-related skills **Perfectionist:** the final result should always be high-quality.  
**Eclectic:** combine design and ethnography.  
**Empathetic:** deeply understand human behaviours.

Computer skills **Expert command of Adobe suite and Microsoft Office™ tools**

Other skills **Photography**

## ADDITIONAL INFORMATION

## Publications

Chiara Diana, Elena Pacenti, Roberta Tassi

**VisualTiles – Communication tools for (service) design**

Oslo, 24-25 November 2009: *ReThinking Service Design – First Nordic Conference on Service Design and Service Innovation*

Roberta Tassi, Francesca Valsecchi

**The listening capability.****Three insights around and about a design way to storytelling.**

in *DESIS Philosophy Talks on Storytelling and Design for Social Innovation*  
Milan, May 2015

## Conferences

Roberta Tassi

**Visual Tools to Design, La Rappresentazione Visiva****Come Strumento per Progettare Esperienze tra Digitale e Reale**

VII Summit Italiano di Architettura delle Informazioni,  
15/16 November 2013, Bologna

Roberta Tassi

**Using a Human-Centered Design Process  
to Drive Healthcare Innovation**

BIOCAT conference,  
24 January 2014, Barcelona

Chiara Diana, Fabio Sergio, Roberta Tassi

**Backpack Plus, Empowering Community Health Workers**

*I giovedì del design, Design Library,*  
13 February 2014, Milan

Roberta Tassi

**System Thinking for Large Scale Impact**

*Design for Every Day Life, World Information Architecture Day,*  
15 February 2014, Milan

Chiara Diana, Roberta Tassi

**Visual Frameworks to Drive Innovation Processes**

*Information Design Matters,*  
7/8 April 2014, London

Roberta Tassi

**System Thinking: Design Tools to Drive Innovation Processes**

BOBCATSSS 2015, Euclid (European Association for Library and Information  
Education and Research) Annual Symposium,  
28-30 January 2015, Brno

Davide Casali, Roberta Tassi, Jason Ulaszek

**Rethinking Activation within the Museum Experience**

*Museum Next Conference,*  
19-21 April 2015, Geneva

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UPCOMING:

**Roberta Tassi**

**Service Design Tools**

*Unlikely Allies Summit, Impact Hub Network*

*12-17 June 2015, Cluj Napoca*

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