

# Fabio Sergio

Regional Design Director EALA at Fjord

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## Summary

We live in an era defined by networks and complex systems, which offer unprecedented potential to transform businesses and society, creating value for all.

For the last 20 years I've been exploring areas where emerging technologies create new opportunities to advance human aspirations, and business scenarios can be wrapped around people's dreams and desires.

My work has spanned across a wide spectrum of industries and sectors, as a consultant and in-house, with global leaders such as Whirlpool, Vodafone, GE, HP, LGE, Swisscom, J&J, BBC, Novartis, Merck, Unicef, GSMA and WEF.

I love sharing knowledge, and often speak at worldwide design and innovation events, including The Economist Technology Frontiers, The Guardian Mobile Summit, Aspen Design Summit, SXSW, Unicef Innovation Summit, Stanford Mobile Health, NEXT Berlin, LIFT Geneva.

For the last 15 years I've also been a design educator and mentor to graduate and post-graduate students of the Politecnico di Milano, Domus Academy and of the Copenhagen Institute of Interaction Design.

I am constantly looking for opportunities to challenge what is possible when facing complex, ambiguous challenges, and where asking the right questions is just as important as bringing to market compelling solutions.

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## Experience

### **Regional Design Director, EALA at Fjord**

July 2017 - Present

### **Adjunct Professor at MIP Politecnico di Milano**

October 2008 - Present

Postgraduate educator on human-centered design & design thinking core concepts, methods and tools.

### **Vice President of Design at frog**

April 2014 - June 2017 (3 years 3 months)

Co-founded the Italian frog studio, which has grown to 50+ employees.

Managed cross-disciplinary teams of 50+ creative professionals.

Played a leadership role - from pre-sales to execution - on key accounts across Europe, North America, Asia and Africa.

Global head of frogImpact - frog's Social Impact Design practice - heading collaborations with organizations such as Unicef, The World Economic Forum, WHO and The Red Cross.  
Shaped frog's company-wide User Experience Strategy practice, coordinating 20+ director-level professionals across all frog studios.

Expertise:

System thinker capable of modeling customer, technical and business insights into frameworks and narratives that make complexity intelligible to diverse stakeholders and drive alignment of intent.

Broad and deep experience in deploying a human-centered innovation process: foundational and generative research, participatory ideation and concept development, iterative prototyping and testing, detailed design and implementation.

Visionary and inspiring communicator, excellent verbal and written skills, comfortable with large executive audiences.

Proven track record in pushing large cross-disciplinary teams beyond their comfort zone in the pursuit of excellence.

Business-savvy organization builder within corporations and design consulting firms.

Educator and mentor across the continuum of knowledge generation, organization and communication.

**Executive Creative Director at frog**

April 2010 - March 2014 (4 years)

**Creative Director at frog**

September 2006 - March 2010 (3 years 7 months)

**Associate Professor at Interaction Design Institute Ivrea**

October 2005 - June 2006 (9 months)

Co-organized and led intensive "Applied Dreams" workshops in collaboration with corporate partners.

Thesis advisor to postgraduate students.

Educator on design thinking methodologies to classes of 30+ graduate and postgraduate students.

**Design & User Interface Manager at H3G Italy**

August 2002 - September 2005 (3 years 2 months)

Led collaborations with major mobile handset manufacturers.

Global LGE Product Manager, coordinating marketing activities with a team of product managers located in Europe, Asia and Australia.

Led the design and development of mobile accessories and wireless peripherals with Asian ODMs.

Led ideation, prototyping and testing of value-added mobile services.

**User Experience Director at XYZ Reply**

September 2001 - August 2002 (1 year)

Expanded the firms's offering from offline to online media, established new processes and team, led business development activities.

Supervised all client engagements: direction & vision, scoping & planning, resource coordination, quality and on-time delivery of creative output.

### **User Experience Lead, Sr. Information Architect at Razorfish**

August 2000 - August 2001 (1 year 1 month)

Supervised all client engagements: pre-sales, direction & vision, scoping & planning, resource coordination, quality of creative output.

Information Architecture and User Intelligence skill-set lead.

New staff evaluation, training and mentoring.

### **Interaction Designer at Whirlpool Europe**

March 1997 - July 2000 (3 years 5 months)

Led cross-functional User Interface projects across products and pan-European brands.

Co-led Networked Home Solutions activities.

Interaction design, behavior specification, software simulation development.

Usability and user testing, translation of usability requirements into design guidelines.

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## Education

### **MIP-Politecnico Di Milano**

Master of Architecture (M.Arch.), Architecture and Design, 1997

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## Honors and Awards

Wearables for Good Challenge, mAgri Toolkit, Backpack Plus, Backpack Plus

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[Contact Fabio on LinkedIn](#)