

Chiara Allegrini

Service/UX/Interaction Designer

User-centred designer with 3+ years of experience and a strong foundation in **service design, user research and experience strategy**. I design with function and value first, knowing that **aesthetics are most powerful when built on solid thinking**. With a background in both agency and in-house environments, I bring **structure to complexity** and **design value-driven** solutions. **Currently shifting from pure UX/UI to strategic and systemic design challenges**.

FREELANCE DESIGNER (UX, UI & SERVICE DESIGN) @STRATOS SOFTWARE LTD

January 2025 - Present | Remote

- **Leading UX and service design for an enterprise fintech client** (Pratiche24), focused on internal operational tools
- Conducted stakeholder interviews and research to **identify inefficiencies** in current software workflows
- **Redesigned interface structure** and process logic to reflect real-world business needs and user behavior
- Managed **full-cycle design delivery**, from discovery to wireframes, alongside distributed product and dev teams
- Ensured design decisions **supported business priorities while simplifying the end-user experience**

SERVICE DESIGNER @ELMET S.R.L (GEWISS GROUP)

October 2024 - Present | Bergamo

- **Solely responsible** for two interconnected mobile apps
- (CHORSULLife and Feelspace) linked to a **smart platform and digital twin**
- Designed **booking, navigation, and purchase flows** across B2C and B2B contexts, adapting to distinct user types
- Mapped user journeys and service ecosystems, turning **insights into cohesive features and scalable patterns**
- Collaborated with business, tech, and infrastructure teams to align **user needs with system architecture**
- Ensured **consistency across service touchpoints**

UX/UI DESIGN CONSULTANT @AMARIS CONSULTING S.P.A.

September 2022 - October 2024 | Remote

- **Spearheaded UX redesign** for Aruba's internal invoicing platform, applying a new **Design System**
- Delivered **accessibility-focused components** (dark mode, **WCAG** compliance) across multiple user flows
- **Conducted usability testing** and integrated feedback into iterative design proposals
- **Wireframes into functional UI** with cross-team input
- Balanced compliance, user needs, technical feasibility in a regulated, **high-volume environment**

JUNIOR PRODUCT DESIGNER @POLITECNICO DI MILANO

2019 - 2020 | Milan

- **Concept research for brands** (MINISO and Barovier&Toso)
- **Designed and prototyped** based on user research

DESIGN THINKING INSTRUCTOR @ICS MILAN

2019 - 2020 | Milan

CORE VALUES

Awareness - I approach design through critical thinking, intentional choices, continuous learning

Responsibility - I stay consistent under pressure and take ownership of outcomes, not just tasks

Empathy - I pay attention to people and details, designing with care and perspective

EDUCATION

Master's Degree in Digital and Interaction Design @Politecnico di Milano

2020 - 2023 | Graduated cum laude

Erasmus Program @TU Eindhoven Netherlands

2022

Bachelor's Degree in Industrial Design @ Politecnico di Milano

2016 - 2019

CERTIFICATIONS

Google UX Design Certificate - 2024

Figma Advanced - 2023

LANGUAGES

ITALIAN Native **ENGLISH** Advanced - C1

AWARDS

Rancilio Group Workshop

@Espresso Machines of Tomorrow

First Place

CONTACTS

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SKILLS & METHODS

• **Service Design** • User Research
• **Design Strategy** • **Ux design** • UI design
• Journey Mapping • Systems Thinking
• Co-design • Information architecture
• Design Research • Wireframing
• User center design • Prototyping
• Accessibility Design • **Design driven innovation** • Design Systems • Agile • Cross-functional collaboration

TOOLS

Figma • Adobe suite • Miro • Notion