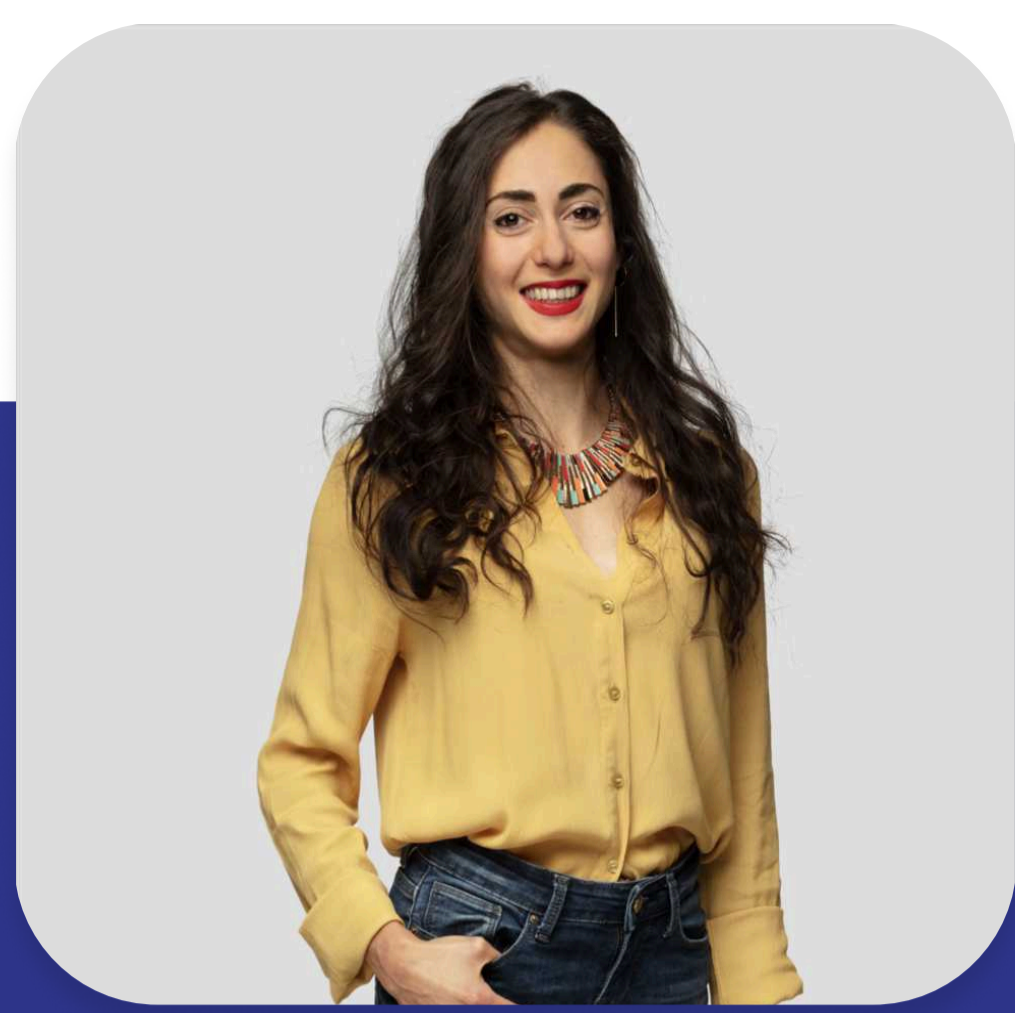


Chiara Marradi

UX & Service Designer



I'm a **UX & Service Designer** with a quirky sustainability flavour. As a catalyst for change, I merge diverse skillsets to drive innovation in design. I ground my work in ethics and empathy to unlock new business value. My expertise lies in aligning customer needs with business goals, technology feasibility, and organizational capabilities to execute impactful multidisciplinary projects.

Contact Me

📍 Brussels

✉ chiara.marradi@be.ibm.com

🌐 [Linkedin Profile](#)

📁 [IBM Portfolio](#)

🌐 [Website](#)

Languages

🇮🇹 **Italian** *Native Speaker*

🇬🇧 **English** *Level C2 (IELTS certified)*

🇫🇷 **French** *Level B1*

🇳🇱 **Dutch** *Level A1*

Interpersonal Skills

Great team player & collaborative
Clear verbal communication
Good presentation skills
Empathic
Positive thinking & creativity

Organisational Skills

Client research
AGILE methodologies and Scrum Master
Time management
Strategic & long-term thinking
Detailed oriented
Flexibility & adaptive

Digital Skills

Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects, Premier Pro...)
Figma
Wordpress
HTML / CSS
Miro, Mural & other digital whiteboards
Microsoft Office Package (Word, Power Point, Excel, SharePoint, Outlook...)
Confluence
Jira

Education

2022

MasterClass Information Design & Storytelling

University of Arts of London (UAL), UK

2018 - 2021

MSc Strategic Product Design

Technical University of Delft (TU Delft), The Netherlands

2014 - 2017

BSc Graphic Design & Communication

Nuova Accademia di Belle Arti (NABA), Milan - Italy

Work Experience

2021 - currently

UX & Service Design Consultant

IBM Consulting

- Guided and supported team members and colleagues in user-centred design practice's.
- Worked on different projects across industries with different clients.
- Confident in leading design processes within multidisciplinary teams & managing stakeholders.
- Versatile skillset across the design disciplines, worked as UX/UI designer, Service & Strategy Designer & Business Analyst.
- Developed a high level of autonomy in the role and problem-solving skills to overcome challenges.
- Grew good communication skills to explain ideas and present them to a wide range of stakeholders.

User Research Lead at GSK

- Planned and executed user research initiatives, including interviews and qualitative analysis, to better understand user needs.
- Developed and implemented a detailed pain-point tracker (in Excel) to quantify and analyse insights.
- Utilised Mural to map 'As-Is User Journeys' of business processes, facilitating collaborative workshops and validation sessions for stakeholder alignment.
- Translated identified user pain points into actionable personas, user stories, and business requirements to drive product improvements.
- Designed and optimised a 'To-Be Service Blueprint' using Figma, resulting in enhanced service delivery and improved user experience.

UX/UI Designer at Federal Government of Finances Belgium (FodFin)

- UX/UI Designer & Business Analyst specialised in aligning business needs with technical implementation.
- Redesigned union goods exchange applications, focusing on user experience and accessibility.
- Designed interfaces, established/manage design systems, and translated outcomes into user stories.
- Led multiple developer teams, ensuring adherence to brand guidelines and UI components.
- Supported implementation and facilitated correct deployment of design elements.
- Contributed to the design and development of a design system and component library.

UX Strategist & UI Designer for University of Sharjah Project

- Facilitated (online) collaborative Enterprise Design Thinking Workshops, working closely with the client to define opportunities and narrow down the project scope.
- Conducted extensive user research and numerous user interviews to identify pain points and gain a deeper understanding of project priorities.
- Designed UX & UI of new farmer's application to calculate water consumptions across MENA Regions

Service Designer at Alliander

- Mapped user journeys to visualize service touch-points, enhancing stakeholder understanding and alignment on project goals.
- Designed a 'To-Be Service Blueprint' focusing on scalability across various neighbourhoods, informing future implementation plans.

UX Strategist & Design Thinking Facilitator at Toyota

- Led Enterprise Design Thinking Workshops spanning diverse client domains
- Uncovered new business prospects and prioritised Use Cases emphasising Data & AI-driven solutions

UX Design Lead at Deltares

- Dived into user research to better understand user needs through participatory workshops & interviews.
- Led the usability work-stream as the UX/UI designer, conducting workshops, mapping user needs, and translating insights into recommendations.
- Assessed accessibility & usability concerns through heuristic evaluations on the existing application and worked with stakeholders and developers to improve the solution, as well as making sure that the re-designed app follow accessibility guidelines.
- Utilised creative ideation to boost app adoption and encourage user participation in water nitrate measurement.
- Created the Golden Thread incorporating business requirements, user needs, technical features, and storytelling.
- Created prototypes and interface designs for the new digital product application using Figma.

UX Strategist at Shell

- Defined business opportunities for OREN by addressing mining industry challenges as a UX Strategist
- Translated industry needs into valuable client solutions and shaped OREN's content strategy
- Developed 'Go to Market' materials and sales pitch decks for OREN Intelligent Solutions
- Integrated a user-centred approach as a Service Designer, utilising design thinking
- Conducted user research interviews and facilitated Design Sprints and co-creation workshops to define OREN solutions

May 2021 - July 2021

Community Manager & Teaching Assistant | Design for Leadership & Innovation

TU Delft

- Course moderator, facilitating discussions on design's strategic role in driving innovation
- Teaching assistant, cultivating positive learning environments through encouragement, engaging content, and support
- Experienced in fostering learning communities and completed Community Manager training

March 2021 - July 2021

Business Coach & Mentor | Technology for Management

Erasmus University Rotterdam

- Guided and coached BA Business Students in the Management of Technology course at ERASMUS University, Rotterdam
- Delivered lessons on business design, conducted coaching and feedback sessions, and evaluated assignments

2017 - 2018

Visual Designer & Social Media Marketing

Abitare In

- Implemented brand strategies and crafted video storytelling for enhanced corporate communication
- Produced digital content and designed websites, displaying creative resourcefulness
- Developed and distributed digital content via web and social media platforms
- Acquired expertise in urban regeneration and demonstrated strong organizational skills in project planning and management
- Experienced in Social Media Marketing and proficient in Social Media Manager tools
- Skilled in WordPress, Adobe Suite, and Office applications

Publications

MDPI Sustainability Journal · Sep 17, 2022

“Scaling Local Bottom-Up Innovations through Value Co-Creation”

Maturitas · Jun 5, 2019

“Co-designing with people with dementia: a scoping review of involving people with dementia in design research”

Certifications

Scrum Master

User Experience Design Salesforce

Service Design Team Coach

Design Thinking for Sustainability

Design x Gen AI Foundation Course

Design for Accessibility edX Course

Check on [Linkedin](#) all my previous experiences, volunteering work, awards & publications...