Leonardo Amico

Senior Service Designer & Creative Technologist
PwC

leonardo.amico@gmail.com
www.leonardoamico.com

I am a Designer and Technologist with a background in engineering and 7+ years experience in innovation consulting with a focus on the high-tech industries. Balancing Service Design methods and technology explorations, I help organisations create products and services that are grounded on user insights and leverage the potential of new technologies. I lived and worked in Italy, the UK, Spain, Russia, and currently reside in Munich, Germany.

Professional Experience

PwC Experience Consulting (formerly IXDS), Germany
Senior Associate (Service Design, Creative Technology)

2019 – Present

As a Senior Service Designer and Creative Technologist of the PwC innovation consulting team, I work with organisations such as BMW, BOSCH and BSH on the design of new product and service concepts, interfaces and in-car user experiences.

Roles and responsibilities include:

- Project scoping across all phases of user research, insights synthesis, concept development, prototyping and user testing;
- Plan and facilitate design thinking workshops also involving client stakeholders with business and engineering background;
- Plan and conduct user interviews;
- Develop and evaluate product and service concepts based on user insights using service design tools and methods (value proposition definition; service ecosystem map; customer journeys; service blueprints);
- Coordinate multidisciplinary team of UX Designers and Technologists for design and prototyping

Uniform, UK
Creative Technologist

2015 – 2019

As a Creative Technologist in an agency specialised in branding and 3D architectural visualisation, my role consisted in: planning and leading client innovation workshops; design and prototyping physical and digital new products; trend and technology research.

Projects I worked on include invention workshops with BBC, American Express and Manchester City Football Club; Solo, a radio exploring the UX of AI products, featured in the Guardian, the BBC and Fast Company; and Scout, a speculative product around privacy and the smart home which was awarded in the Home category of Core77 in 2019.

University of Padova, Sound Computing Group, Italy
Researcher

2014 – 2015

Researcher in interactive applications for education at the Department of Information Engineering (DEI), Università degli studi di Padova, Italy.

Fabrica (Benetton), Italy   2013 – 2014
Interaction Designer

Interaction Designer at Fabrica, a multi-disciplinary communication and design studio based in Treviso, under the direction of Dan Hill.

I worked on the ideation, design & development of self-initiated and commissioned projects, consisting of smart product prototypes (IoT) and interactive installation, including working on the Museum of the Future for the UAE's government, the world's largest "design futures" exhibit to date.

Other Experience

Copenhagen Institute of Interaction Design (CIID), Copenhagen   2019
Visiting Faculty of Physical Computing Course

Two weeks course on the design and prototyping of innovative hardware products.

Education

Master Degree of Electronics Engineering   2009 – 2012
Università degli studi di Padova, Italy.
Universitat Pompeu Fabra, Barcellona, Spain.
Master Thesis: "The Stanza Logomotoria: An Environment Interactive Multimodal For Teaching Children In Situation Of Multi-disability".

Laurea Triennale (BSc) in Electronics Engineering   2005 – 2008

Università degli studi di Bologna, Italy.
Thesis: "Hilbert-Huang transform for the detection of non-stationary signals in the SETI project".

Publications & Texts

Japanese Notes on the Smart Home - Medium   2018

Beyond the Object: the Design of Smart Products - Preface to Smart Product Design Book,   2017
Sendpoint (China)

Can We Still Trust Connected Objects - In Hacking Households, Z33 (Belgium)   2017

Introducing Denti... - In Practices for a Healthy Internet of Things, Mozilla (Germany)   2016

Exhibitions

Solo - Digital Design Week at V&A, London (UK)	2016
Cloning Objects - Dutch Design Week, Eindhoven (Netherlands)	2015
Paper User Interfaces - Atelier Clerici during Salone del Mobile, Milan (Italy)	2015
Hacking Households – Adhocracy, Athens (Greece)	2015