

Service & Experience Designer | Nicola Notarnicola

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SUMMARY

Service designer with 3+ years in consulting and former co-founder of Evvu, an award-winning e-mobility start-up. I take complex services end to end, from research and customer journeys to prototyping, testing and delivery, for enterprise clients in energy, mobility and financial services.

I design with and for AI: two years of product work for an AI knowledge management start-up, where I owned human-AI interaction research. Plus, I am an AI Ambassador in a community I started at Alkemy (Top Performer 2025). I use AI tools such as Claude Code and Cursor in my practice, backed by two specialisations in Machine Learning and Data Engineering.

PROFESSIONAL EXPERIENCE

Design Group Italia [Alkemy Group], Milan (IT) May 2023 – Present
Mid Service Designer (Jul 2026 – Present) · Junior Service Designer (Jan 2024 – Jun 2026) · Intern (May – Dec 2023)

- **Nodes Now, AI knowledge start-up:** two-year product engagement in an Agile team, owning user research end to end, contributing across product design. Result: Hitachi is evaluating the acquisition of the start-up.
- **AI Ambassador, self-initiated:** built a cross-departmental AI community (40 people) through a newsletter and peer-to-peer sessions on RAG, vibe-coding and human-AI patterns. Result: recognised best practice in Alkemy and Top Performer 2025.
- **Renewable Energy Communities, E.ON:** go-to-market for a complex B2C energy service through journey management, user research, touchpoint prototyping and testing. Result: 3 communities launched and a follow-up project secured.
- **Smart Mobility Hub, ATM:** defined a 2030 vision and rollout roadmap for Milan's municipal car parks, combining urban data analysis and scenario framing. Result: 3 pilot hubs launched by ATM in 2025.

Co-Founder at Evvu, e-mobility start-up and spin-off of Politecnico di Milano, Milan (IT) Oct 2022 – Dec 2024

- Led Evvu from thesis concept to a shipped iOS and Android app, within the I3P incubation at Politecnico di Torino.
- Defined B2B/SaaS business models and value propositions for energy providers and public administrations.
- Designed the end-to-end UX/UI with a lean start-up approach, turning GPS mobility data into intuitive insights.

Impact: Awarded at CTE NEXT Torino 2024, Start Cup Piemonte e Valle d'Aosta 2024 and PoliMi Top 20 PSSD Projects 2025.

EDUCATION

M.Sc. in Product Service System Design at Politecnico di Milano (IT) | Final grade 110 cum laude/110 Sep 2020 – May 2023
• **Erasmus in Strategic Design** at TU Delft, Delft (NL) Feb 2022 – Jul 2022

B.Sc. in Communication and Graphic Design at Politecnico di Milano (IT) | Final grade 110/110 Sep 2017 – May 2020

CERTIFICATIONS & TRAINING

- **Machine Learning specialisation** at DeepLearning.AI & Stanford May 2026
- **Data Engineering specialisation** at DeepLearning.AI & AWS Sep 2025

LANGUAGES

Italian (native) | English (full professional proficiency)

CORE COMPETENCIES

Customer journey mapping and service blueprinting to surface pain points and opportunities across complex services.

User research: interviews, usability testing and data analysis to drive design and business decisions.

Prototyping and testing with real users to validate concepts, touchpoints and digital products.

Human-AI interaction: designing interaction patterns and supporting AI adoption in teams and services.

Workshop facilitation to co-create solutions with clients and cross-functional teams.

Business design: value propositions, business models and go-to-market, from problem framing to impact.

Tools: Miro, Figma, Microsoft Office suite, GitHub, LLMs, AI agents and harnesses such as Claude Code, OpenClaw or Cursor.