

Ana Falcao

Principal Experience Strategist | CX, Research & Service Design

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PROFESSIONAL PROFILE

I turn complexity into clarity — and clarity into measurable business impact.

Strategic Experience Designer with 12+ years of international experience shaping complex ecosystems across **UX research, service design, and business strategy**.

I specialise in **framing ambiguous problems, defining strategic direction, and translating human insight into scalable systems that drive measurable outcomes**.

I work at the intersection of **customer experience, product, and organisational transformation**, aligning stakeholders and enabling teams to move from insight to execution with clarity and speed.

Selected outcomes:

- Loyalty ecosystem launched in 2 countries: +30% churn improvement, 95% user migration
- Consumer energy app with 500K+ downloads: +20% customer growth, +25% EBITDA
- CX intelligence program: +18% conversion rate, -13% churn risk
- Winner — Best Brand Loyalty Innovation (ADC Awards 2025)

CORE COMPETENCIES

Research & Discovery	UX Research · User Interviews · Usability Testing · Desk Research · Survey Design · Persona Development · Benchmarking
Design & Strategy	Service Design · CX Strategy · Customer Journey Mapping · Service Blueprinting · UX Strategy · Experience Design · Systems Thinking
Facilitation & Innovation	Design Thinking Facilitation · Co-creation · Workshop Design · Stakeholder Alignment · Innovation Strategy · Agile Methodologies
Tools	Figma · FigJam · Miro · Dovetail · Optimal Workshop · Maze · Otter.ai · ChatGPT / Claude AI
Business & Leadership	Stakeholder Management · Team Mentoring · Cross-functional Collaboration · Strategic Storytelling · Roadmap Definition

PROFESSIONAL EXPERIENCE

Kettydo+ / DGS Group — Head of Strategic Analysis

Jan 2022 – Present Milan, Italy · Hybrid

Lead strategic research and experience design initiatives across complex service ecosystems, connecting customer insight, business strategy, and execution across multiple industries.

Key responsibilities:

- Led end-to-end CX research and service design programs: from insight generation to experience strategy
- Designed and facilitated Design Thinking, co-creation, and strategic alignment workshops (in-person & remote)
- Drove CX strategy, service concepts, and innovation roadmaps grounded in qual + quant research
- Integrated AI tools (Dovetail, Otter.ai, Claude) to scale research synthesis and insight generation

- Translated insights into customer journeys, service blueprints, and experience frameworks
- Managed and mentored a team of UX designers and researchers

Key achievements:

- Loyalty ecosystem engaging 200K+ users within 15 months
- +55% profiling consent through predictive, persona-based segmentation
- +18% conversion rate and +24% DEM open rate
- Winner — Best Brand Loyalty Innovation (ADC Awards 2025)
- +93% customer profiling increase and –30% churn reduction (Kettydo+ phase)

Clients: Lavazza · Vivi Energia · Barilla · Peroni · Galbani · Fila · SAIPEM · Henkel · Sorgenia · Enercom · Coop · Unicoop · Sisal · PINKO · Zuegg · Skipper · Granterre · Yakult

Spindox — Senior Service Designer & UX Strategy Consultant

Nov 2019 – Jan 2022, Milan, Italy

Delivered service design and UX strategy initiatives within large-scale digital transformation programs, supporting enterprise clients through research-driven, collaborative design processes.

- Conducted UX and service research: user interviews, stakeholder interviews, benchmarking
- Mapped customer journeys, service blueprints, and complex digital ecosystems
- Facilitated co-design workshops and collaborative sessions with senior stakeholders
- Contributed to innovation and transformation roadmaps through strategic insights

GAIA — Experience Innovation Company — Design Strategist & Design Thinking Lead

Sep 2018 – Nov 2019, Milan, Italy

Worked on strategic design and innovation programs for enterprise and public-sector clients, with strong focus on Design Thinking facilitation and stakeholder alignment.

- Designed and facilitated weekly Design Thinking and co-creation workshops with senior stakeholders
- Planned and delivered large-scale workshops (40+ participants) for Politecnico di Milano — Osservatori Digital Innovation
- Designed omnichannel customer journeys, service concepts, and experience frameworks

Accenture — UX & Service Designer — Digital Transformation

Jul 2017 – Sep 2018, Milan, Italy

Supported enterprise clients in the redesign of complex digital platforms, contributing to UX and service design within structured consulting and Agile delivery environments.

- Designed and facilitated workshops and design sprints to align business, UX, and technology teams
- Designed UX flows, wireframes, and information architecture for large-scale digital solutions
- Conducted user testing and usability validation to support iterative development

PACO Design Collaborative — Service & Business Designer

Mar 2016 – Jul 2017, Milan, Italy

Led co-design and participatory design projects for NGOs and social innovation programs, including EU-funded initiatives and partnerships with international organisations.

- Developed the 'Design for Change in Marginalized Communities' toolkit — disseminated across EU partners
- Contributed to AMASS project: integrating participatory art and design for community empowerment
- Delivered workshops and service blueprints for NGOs across Europe

MJV Technology & Innovation — Service Designer

May 2013 – Jul 2014, Rio de Janeiro, Brazil

Delivered service design and Design Thinking consulting for major Brazilian brands, including Bradesco and Coca-Cola. Conducted qualitative research, created personas, service blueprints, and business models.

EDUCATION

Master's degree — Business Design <i>Domus Academy · Milan, Italy</i>	2015 GPA: 110/110
d.MBA — Extended Course in Business Design <i>d.MBA · Online, Germany</i>	2024
Fellowship — System Thinking, Sustainability & Social Innovation <i>The UnSchool of Disruptive Design · Berlin, Germany</i>	2016
Summer School — Fab City: Designing for Urban Resilience <i>Politecnico di Milano · Milan, Italy</i>	2016
Extended Course in Strategic Design <i>IED — Istituto Europeo di Design · Rio de Janeiro, Brazil</i>	2013
Erasmus — Product Design <i>ESAD · Porto, Portugal</i>	2012
Bachelor's degree — Industrial Design (RQF Level 6 equivalent) <i>PUC Rio de Janeiro · Brazil</i>	2010–2014 GPA: 98/100

LANGUAGES

Portuguese — Native

English — Full Professional

Italian — Full Professional

AWARDS & RECOGNITION

- Winner — Best Brand Loyalty Innovation, ADC Awards 2025
- Winner — W.A.T.Ch ME Project, Hacking Health Milano @ POLIHUB
- Scholarship recipient — Domus Academy, Milan
- Project selected for exhibition in Mexico — International Design recognition
- Second place — GlammFire Fireplaces Design Contest
- Education Maker — Stanford (FabLearn Brazil)