

Leonardo Amico

UX & Service Designer

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[Linkedin](#)

UX and Service Designer with 8 years of experience and an engineering background, currently a Design Lead (manager) at PwC Experience Consulting, Germany.

Core expertise in driving UX design in high-tech sectors, with a focus on product discovery and agile user research. Clients I worked with include Takeda, Bosch, BSH, and BMW.

I lived in the UK, Spain, Russia, and now reside in Munich, Germany. I can speak professionally English, Italian and Spanish.

Professional Experience

PwC | Experience Consulting, Germany
UX & Service Design Lead (Manager)

2022 – Present

- Led team of 2 designers and researchers for the new PwC-funded ESG platform Dataland. In 1 year, turned a vision whitepaper into a live digital product, which then became an independent company.
- Defined product goals and oversaw the execution of the first GenAI proof of concept for a multinational pharma company, ready for a pilot assessment before a corporate roll-out.
- Developed the future customer journey of an integrated auto insurance solution for two leading European providers, which was presented to multiple European car manufacturers and is currently under evaluation.
- Created hiring manager personas for a multinational pharmaceutical company, part of the global redesign of the company hiring process.
- Organized a Design Critique initiative for the German PwC Experience Consulting team, resulting in a broader awareness of the team members' skills and an exchange of methods to improve the team's work quality.

PwC | Experience Consulting (formerly IXDS), Germany
Service Designer & Creative Technologist (Senior Associate)

2019 – 2022

- Designed an across-the-line HMI concept for Bosch Power Tools, the outcome of a rapid research-prototype-test 12 days design sprint. The solution was presented to the product owners of the different product categories.
- Conceived and prototyped a new dining product concept for BSH, which was pitched for funding to the Corporate Innovation sponsor.
- Conceptualized a new product proposition for a multinational client in the space of video AI, based on 20 customer interviews across 5 countries. The solution was pitched to the global head of the business unit.
- Created and prototyped car interface pre-development concepts for a German automotive brand which would be used for user tests and

executive presentation and integrated in the next development phase.

- Initiated and led the creation of the physical, camera-based AI Showcase Tidy, which was part of a project pitch for a 3-month research and design project with a multinational engineering firm and contributed to the project win.
- Organized the PwC Experience Consulting showcase exhibition and library, a collection of prototypes and their documentation, to include in presentation and showcase client office visits.
- Wrote articles and interviews on design and innovation for the PwC [Sustainable Innovator](#) publication.

Uniform, UK

2015 – 2019

Creative Technologist

- Planned and facilitated product invention design sprints for clients such as American Express and Manchester City Football Club.
- Conceived and prototyped new product concepts around emerging technology topics. Some examples include:
 - [Solo](#), a radio exploring the UX of AI products, featured in the Guardian, the BBC and Fast Company
 - [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

2014 – 2015

Researcher

- Developed Parlaspesa, an iOS application for teaching Italian as a second language to preschool children through an interactive iPad game.

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

2020

Visiting Faculty of Physical Computing Course

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

Education

Master's 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 (selected)

[Solarpunk: Designing a Sustainable World Worth Living In](#) - Medium

2023

[Designing not-so-intelligent intelligent things: interview with Simone Rebaudengo](#) - Medium

2020

[Japanese Notes on the Smart Home](#) - Medium

2018

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

2017

[Designing with AI](#) - Medium

2016