

# CRISTINA BONACCURSO

Strategic Design Leader | Foresight Practitioner | Design Mentor

## PROFESSIONAL SUMMARY

For over two decades, I have served as a creative problem solver, leveraging design thinking to deliver impactful solutions. My expertise encompasses the entire design spectrum, from crafting compelling brands and user experiences to architecting seamless services and systems.

As a strategic design leader, I have fostered successful partnerships with a diverse clientele. These range from Fortune 500 corporations to pioneering startups, all united by a desire to translate challenges into exceptional, inclusive experiences that resonate with a global audience. My portfolio showcases a breadth of innovative projects across a wide range of industries. This includes financial markets, cutting-edge technologies like Mixed Reality and the Internet of Things, Natural User Interfaces (NUI), wearable technology, and smart fashion.

Over the past ten years, I have honed my leadership and project management skills, ensuring the efficient execution of design initiatives from inception to completion. This focus on strategic delivery guarantees a smooth transition from concept to market. Design is not merely my profession; it is my driving force. I am passionate about facilitating engaging workshops and sessions. My deep understanding of Design Thinking, System Thinking, Futures Thinking fuels a novel approach that elevates both the facilitation experience and the workshops themselves. I'm a professional futurist, member of AFI, the Italian Futurists Association.

## TOP SKILLS

Strategic Design • Strategic Foresight • Service Design • System Design • Critical Thinking • Project Management - Organizational Foresight • Scenario Design • Product Design

## PROFESSIONAL EXPERIENCE

### TOPTAL

Design Mentor (July 2024 - Present)  
*Remote*

Lead personalized mentorship programs for emerging design talent, focusing on cultivating growth mindsets and adaptive learning strategies in the evolving design landscape.

- Guide mentees through practical design challenges and career advancement
- Facilitate knowledge-sharing sessions and foster a supportive community of practice
- Connect mentees with industry opportunities through strategic network introductions

#### **Product Design Lead (June 2015 - Present)**

Define and execute product strategy aligned with company vision while managing cross-functional teams through the entire product development lifecycle.

- Spearheaded the design and redesign of services and experiences of a very broad range of industries
- Led market research initiatives that identified key opportunity areas, resulting in successful product diversification
- Developed and implemented comprehensive product roadmaps
- Established data-driven improvement processes

#### **Italy Community Leader (November 2018 - May 2024)**

Built and nurtured a thriving professional community across Italy, focusing on knowledge sharing and professional development.

- Conceptualized and executed professional development events annually, with consistent satisfaction ratings
- Grew the Italian community through strategic engagement initiatives
- Created frameworks & formats to track health and impact in programming decisions

## **RAWFISH**

#### **UX/UI & Service Design Lead (June 2021 - Present)**

#### **Service Design Lead (March 2019 - June 2021)**

##### ***Remote***

Drive user-centered design solutions from research to delivery while leading cross-functional teams to create seamless, strategic product experiences.

- Conduct user research and design interactions that prioritize user advocacy and business requirements
- Establish product strategy through MVP prioritization and strategic roadmap development
- Implement continuous "build-test-learn" cycles with customer feedback loops to optimize product-market fit
- Align design quality with business requirements through experience modeling, customer journey mapping, and service blueprints

## **RAIOT**

#### **Co-founder & CXO (October 2016 - December 2022)**

##### ***Rome, Italy***

Led customer experience strategy and design execution for an innovative startup, ensuring all touchpoints delivered cohesive and engaging experiences.

- Established CX frameworks and methodologies adapted to startup growth stages
- Directed design initiatives across multiple platforms and customer touchpoints
- Collaborated with technical teams to ensure design vision was properly implemented

## **RINGPAY**

#### **CEO, Co-founder (December 2013 - April 2015)**

#### **Creative Director, Co-founder (September 2013 - December 2013)**

##### ***London, United Kingdom***

Founded and directed a fintech startup focused on innovative payment solutions, evolving from a creative leadership role to overall company management.

- Led company vision, strategy, and business development initiatives
- Secured funding and managed investor relationships

- Directed product development from concept through market launch
- Established the brand identity and design language across all touchpoints
- Built and managed cross-functional teams spanning design, technology, and business

## DESIGN LEADERSHIP EXPERIENCE (2003-2013)

Progressed from Brand and Service Designer to Design Director across international markets including Tokyo, Milan, Berlin, London. Led strategic design initiatives, managed cross-functional teams, and developed comprehensive brand identities while implementing user-centered design methodologies and lean startup principles. Directed design strategy across multiple markets, mentored design talent, and facilitated innovation through design thinking workshops and venture development initiatives.

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Professionalista di Previsione Strategica** - -skopia Anticipation Services (Mar 2025) *Skills: Strategic Foresight, Futures Thinking, Futures Studies*
- **Building Strategic Foresight Capabilities** - EDHEC Business School (Dec 2024) *Skills: Organizational Foresight, Strategic Foresight, Strategic Design, Innovation*
- **International Leadership & Organizational Behaviour** - Università Bocconi | Coursera (Dec 2024) *Skills: Leadership, Conflict Management, Organizational Psychology*
- **System Thinking** - MIT xPRO (Nov 2024) *Skills: Systems Thinking, Project Management Performance, System Dynamics*
- **Positive Psychology** - University of Pennsylvania - Coursera (Dec 2024) *Skills: Positive Education, Positive Psychology, Prospection*
- **Positive Psychology: Applications & Interventions** - University of Pennsylvania - Coursera (Dec 2024) *Skills: Psychology research, Positive Psychology, Organizational Psychology*
- **Gestalt Psychology and Web Design** - IxDF - Interaction Design Foundation (Oct 2024) *Skills: Gestalt Psychology, Gestalt Application, Cognitive Thinking, User Research*
- **UX Management: Strategy and Tactics** - IxDF - Interaction Design Foundation (Oct 2024) *Skills: UX Strategy, UX Research, UX Leadership, Team Management, UX Management*
- **Accessibility: How to Design for All** - IxDF - Interaction Design Foundation (Sep 2024) *Skills: W3C Accessibility, Web Content Accessibility Guidelines (WCAG), Inclusive Design*
- **Ready, Set, Future! Introduction to Futures Thinking** - Institute for the Future (Jul 2024) *Skills: Critical Thinking, Strategic Planning, Future Studies, Problem Solving, Strategy, Decision-Making, Futures Thinking, Innovation*
- **Collaborative Foresight: How to game the Future** - Institute for the Future (Jul 2024) *Skills: People Analysis, Critical Thinking, Research and Development (R&D), Workshop Design, Scenario design, Futures Thinking*
- **Forecasting Skills: See the Future Before it Happens** - Institute for the Future (Jul 2024) *Skills: Critical Thinking, Research and Development (R&D), Strategic Planning, Forecasting, Future Studies, Workshop Design, Human Learning, Futures Thinking*
- **Simulation Skills: This is your brain in the Future!** - Institute for the Future (Jul 2024) *Skills: People Analysis, Critical Thinking, Research and Development (R&D), Forecasting, Planning, Future Studies, Workshop Design, Strategic Design, Futures Thinking*
- **Urgent Optimism: How to turn foresight into action** - Institute for the Future (Jul 2024) *Skills: Process Design, People Analysis, Critical Thinking, Strategic Planning, Future Studies, Design Strategy, Futures Thinking*
- **Creativity Methods to Design Better Products and Services** - IxDF - Interaction Design Foundation (Apr 2024) *Skills: Behavioural Change, Creative Ideation, Team Leadership, Team Building, Team Management*
- **Positive Psychology Specialization Project** - University of Pennsylvania - Coursera (Jan 2024) *Skills: User Testing, Positive Psychology, User Research, Research Design*
- **Positive Psychology: Character, Grit and Research Methods** - University of Pennsylvania - Coursera (Jan 2024) *Skills: Research Design, Strategic Data Analysis, Research Methods*
- **Positive Psychology: Resilience Skills** - University of Pennsylvania - Coursera (Jan 2024) *Skills: Behavioural Change, Positive Psychology, Organizational Leadership*

# EDUCATION

Technische Universität Dresden

Kunstakademie Dresden

Università degli Studi di Genova

# LANGUAGES

Italian (Native or Bilingual)

German (Native or Bilingual)

English (Full Professional)

Japanese (Limited Working)

