

NATALIA KRITSALI

Service and Experience Designer

PROFILE

4+ years of experience in service design and experience strategy. Working on the intersection of business, technology and design, I have worked on a range of projects varying from digital services and experience strategy to future visioning.

AWARDS

Forbes 30 under 30

Featured in the Forbes 30under30 list for Greece Athens, July 2019

Global Finalist & European Winner

Global Entrepreneur Student Award by EO Bangkok, May 2016

Leadership Award, JA

Junior Achievement Europe Lisbon, Jun 2015

Clinton Global Fellow

Angelopoulos Clinton Global Fellowship Miami, May 2015

1st Prize, Impact Hub

Social Impact Award Athens, May 2014

DISCTINTIONS

Global Shaper

a World Economic Forum community Jun 2016 - Present

Ashoka Changemaker

an Ashoka Global community Dec 2015 - Present

CONTACT

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EXPERIENCE

Experience Designer

R/GA | London | May 2019 – Present

Working as strategic experience designer for key clients: Nike, Ikea, Eurosport, Google Tensorflow, Project 0, and Magic Leap.

- End-to-end digital experience design for NikePlus London, EMEA and Global.
- Strategic visioning, concept design and service proposition for IKEA Family, presented at IKEA BoD.
- Designed and Co-lead the internal impact accelerator for R/GA employees
- Produced and hosted the CX Summit in Athens

Business and Design Strategy Advisor, BoD, Co-founder

Bloode.org | Greece | May 2014 – Present

Co-founded Bloode, an awarded social enterprise that responds to urgent blood needs.

- Helped more than 7500 patients, through the digital platform for blood emergencies
- Designed and handcrafted the brand strategy, digital experience & service model (launched Dec 2015).
- Designed the social business model resulting to clients like PwC, Novartis and DeliveryHero.
- Managed a team of 22 as the Managing Director (May 2014 – Sep 2017)
- Worked closely with the Ministry of Health (Jul 2019) for the future og Blood Donation System in Greece.

Design Researcher and Service Designer, Policy Lab

Royal College of Art | London | July 2018 – September 2018 • Contract

Worked with Telefonica's innovation lab, Alpha, we researched and imagined future service and business visions that would respond to the emerging changes the industry.

- Conducted extensive ethnographic research with 40+ participants in London
- Defined the methodology & framework for future visioning, trends analysis and scenario planning
- Designed and facilitated three workshops with C-level executives.
- Landed 10 scenarios that informed the design briefs for MA students
- Rapid prototyping and conceptual design work on two future visions/ scenarios

Service Designer

Aug 2017 – May 2019 • Freelance

Selected Projects:

- Facilitated a five days Design Sprint workshop with participants that had a major disability in Uganda.
- Service Design for mental health startup, Bounce Work
- Future Visioning & design strategy for Daimler's innovation Lab, Moovel

Social Entrepreneurship Expert

Mscomm | Athens | Sep 2016 – Jun 2017 • Contract

Worked on the Athens Brewery (Heineken Group) account.

- Worked directly with the senior leadership team & CEO
- Lead & won the sustainability and service strategy for the pitch (corporate comms account).
- Pitched to extend Heineken Group account & won the Heineken brand

EDUCATION

MA in Service Design

Royal College of Art

Bachelor in Management Science & Technology

Athens University of Economics
and Business

TOOLS

Adobe Suite	<div style="width: 100%;"></div>	Principle	<div style="width: 100%;"></div>
Sketch/ Figma	<div style="width: 100%;"></div>	Java Script	<div style="width: 100%;"></div>
Framer	<div style="width: 100%;"></div>	HTML/ CSS	<div style="width: 100%;"></div>