

Letter of Reference

11/11/20

To whom it may concern:

I'm the Mokap Senior Designer consultant for IBM iX, and I was Riccardo's supervisor during his internship, from June to September 2019.

When he first arrived in our team, he wasn't able to use any prototyping software because of his Product Design background. Later, I realized he was selected for his mindset and attitude rather than for his technical skills.

So, during the first week I thought him how to use the different softwares and some UX Design key-concepts. I was with all the team in the same room, and I noticed that he was always listening to our discussions. After a few days of "elaboration", he started raising his hand, expressing his opinion and giving us suggestions, that progressively became really useful.

After a couple of months, with my astonishment he became a pro-user of prototyping softwares and learned how to apply the majority of the user-centered dynamics. His skills had developed so much that our manager decided to assign him his first UX/UI complete project, giving him the possibility to manage it by himself - naturally, with our regular revisions,

At the end of the internship, when he decided to refuse the job opportunity here to finish his masters degree, I agreed with him because in my opinion he's young and growing his knowledge with his mindset could be more fruitful and challenging than an early career.

Flaviano Arbia,
Senior Design Consultant for IBM iX, from Mokap.





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I've been Riccardo De Mei's service designer professor during his 2nd year of MSc Degree Course. Riccardo chose me to also supervise his Masters Thesis, so I had the opportunity to interact more deeply with his approach.

During the course he demonstrated an extreme interest in each lesson, and a deep goal-focused approach: for this reason, his exam was "too on point" so initially I didn't evaluate it with the highest grade.

He rejected the evaluation and rebuilt his presentation, including both the whole research and the design process as requested: so, I decided to evaluate his project cum laude.

During the design process of his masters thesis he demonstrated a 360° approach towards the whole design process, deeply analyzing each input that I gave him. With a few revisions- due to the Covid-19 pandemic- he presented step by step a growing project that was oriented to each stakeholder of his complicated Service.

At the end of the thesis, I was enthusiastic that the commission gave him the highest grade cum laude and granted him the Publication Right for the "quality and accuracy of the analysis and methodology developed and for the proposal effectiveness in a highly valued field both for students, universities and companies as well as the immediate applicability of the project on the market".

Nowadays, I'm following his project, that has become a Startup, as I'm their partners with the Architecture Department of our University.

Sincerely,

Florence, 11/11/20

Debora Giorgi
Professor in Service Design
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