

Giulia Rinaldo

Designer

Milan / Helsinki
Open to relocation

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[LinkedIn](#)
[GitHub](#)

Experience

March 2026 – Current
Communications Assistant
Design Factory Global Network

Telling the stories of a global community of innovators, **38 Design Factories** across five continents.

Based at Aalto Design Factory, creating content and design experiences, facilitating workshops, and building collaborations that connect universities, researchers and industry.

Supporting the establishment of new Design Factory platforms around the world, and representing the network at its International Design Factory Week in Riga.

June 2025 – Current
Co-Founder & CEO
Fibra

Leading an interdisciplinary team on R&D of a **patent-pending** biodegradable fiber for the textile industry.

Funded by Aalto Design Factory and the School of Chemical Engineering, Aalto University.

November 2025 – May 2026
Product & Service Designer
Finnish Savings Bank Group

Designed and developed an AI Digital Twin for the Finnish Savings Bank Group, **1,500+ employees** serving **600,000+ customers**, within Aalto University's IDBM Industry Project.

Grounded the desk research in Stanford and Google DeepMind's work on generative agents, ran interviews across Europe, and flew to Hong Kong for immersive field research with senior banking and fintech leaders shaping the future of AI in finance, then co-designed the solution with stakeholders between Helsinki and Oulu. / [Case study](#)

January 2026 – April 2026
Service Designer
Sumitomo SHI FW

As part of an Aalto University project, delivered a remote service design advisory for a global energy technology company, running **15 stakeholder interviews** to shape a plant advisory blueprint the client is now implementing. / [Article](#)

2022 – Current
Freelance Illustrator, Designer & Creative Director

Working at the intersection of strategy, design, illustration and web development across industries, for international clients.

Selected clients: VML Italy, The Walt Disney Company, Marvel, Pixar, Ferrero, Reykjavik University.

Education

2025 – Current
Master's Degree in International Design Business Management
Aalto University, Finland

A pioneering programme integrating design, engineering and global business development. / Minor in Information Design

Spring 2025
Exchange in Digital Media Design
École de Design Nantes Atlantique, France

Courses: Interaction Design, Digital Product Design, Creative Coding (THREE.js, p5.js), AR, Digital Exhibition Design, Vibe Coding

2022 – 2025
Bachelor's Degree in Communication Design
Politecnico di Milano, Italy

Italy's top university for design and engineering, globally recognized. / Final Grade: 110/110 with Honours / Dean's List Award (2022/23)

2018 – 2021
Graphic Novel & Illustration Diploma
Scuola del Fumetto, Italy

A versatile foundation bridging traditional illustration techniques with digital workflows.

Skills

Product & Service Design, Design Strategy, Design Sprints, Agile, User Research, Accessibility (WCAG), Human–AI Interaction (generative-agent personas, LLM prototyping), Innovation Management

Languages

Italian – Native / English – Fluent (CEFR C1, IELTS 7.5 issued 2024) / French – Intermediate

Software & Design

Adobe Creative Cloud, Figma, VS Code, JavaScript, Procreate.
Design Systems, Prototyping, Information Design.
AI: Claude Code, Claude Design, ChatGPT, Gemini, Perplexity / Used to improve my process, from research to prototyping and building.