

# Curriculum vitae

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## GENERAL INFORMATION

**Name:** Daniela Sangiorgi  
**Current Position:** Associate Professor  
**Specialisation:** Service Design, Design Research, Service Innovation  
**Nationality:** Italian  
**Date of birth:** 04/03/1974  
**Languages:** Mother tongue Italian, Fluent English

## Education:

**2004** Politecnico di Milano, Faculty of Design  
*PhD in Industrial Design: "Service Design as the Design of Activity Systems"*

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**1998** Politecnico di Milano, Faculty of Architecture  
*Degree in Industrial Design*

### Current Post:

**2015-** Politecnico di Milano, Dipartimento di Design  
Role: Associate Professor in Design

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### Past Posts:

**2012-2015** Lancaster University, Faculty of Arts & Social Sciences, ImaginationLancaster  
Role: senior lecturer in Design

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**2007 - 2012** Lancaster University, Faculty of Arts & Social Sciences, ImaginationLancaster  
Role: lecturer in Design

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**2004-2007** Research Assistant at the SDI research agency (Italian Design System) of the  
Dept. INDACO, Faculty of Design, Politecnico di Milano, Italy

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**2000-2004** PhD student at the Dept. INDACO, Faculty of Design, Politecnico di Milano, Italy

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**1998-2000** Part time Research Assistant, Politecnico di Milano, Italy

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**1998-2000** Design consultant at the furniture store "High-Tech", Milan, Italy

## Research:

### Recent funded research activities:

**2016-** Politecnico di Milano, Dipartimento di Design

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<b>2017</b>	Fondi FARB Politecnico di Milano Title: Design for Co-production of healthcare services: exploring service models, change processes and evaluation tools Role: PI
<b>2014-2018</b>	Lancaster University, LICA, ImaginationLancaster & Politecnico di Milano European Training Network funding Title: Design for Service Innovation Role: Co-I
<b>2014-2015</b>	Lancaster University, LICA, ImaginationLancaster EU funding Title: Design for Europe Role: Co-I
<b>2014</b>	Lancaster University, LICA, ImaginationLancaster AHRC Research Funding Title: Design for Service Innovation and Development (DeSID) Role: PI
<b>2013</b>	Lancaster University, LICA, ImaginationLancaster AHRC Research Networking Title: Service Design Research UK (SDR UK) Role: PI
<b>2012</b>	Lancaster University, LICA, ImaginationLancaster AHRC Research Networking Title: Design for Social Innovation and Sustainability (DESIS) UK Role: Advisory Board member
<b>2011</b>	Lancaster University, LICA, ImaginationLancaster LU FASS REF funding: in collaboration with Lancaster Management School Title: From Pathway Design to Market Making in Healthcare Role: PI
<b>2011</b>	Lancaster University, LICA, ImaginationLancaster Workshop series with manufacturing SMEs, funded by Design Council and Innovation for Growth program (LUMS) Title: Innovation by Service Design Role: PI
<b>2010 - 2011</b>	Lancaster University, LICA, ImaginationLancaster EPSRC Pathway to Impact Awards: funding of a dissemination event Title: GP Commissioning and Design. Enhancing Creativity and Collaboration Collaborators: Design Council, Royal College of GPs
<b>April 2009 - October 2010</b>	Lancaster University, ImaginationLancaster EPSRC funded Hacirc (Health and Care Infrastructure Research and Innovation Centre) Research Cluster Title: 'Design for Change and Flexibility within Health Service Providers' Role: Project Management and Co-investigator
<b>2008</b>	Lancaster University, ImaginationLancaster FASS – Research and Enterprise Fund Title: Developing Service Design and Participatory Design Role: Principal Investigator

#### **Recent invitations as a speaker**

<b>2015</b>	Académico Escuela de Diseño UC Congreso Diseño de Servicios Key Speaker presentation: Introducing (and transcending) Service Design
<b>2014</b>	Oslo School of Architecture and Design

Relating Systems Thinking and Design 3 (RSD3) Symposium  
Key speaker presentation: Systemic considerations in Design for Service

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- 2013** University of Porto, 3<sup>rd</sup> International Conference on Integration of Design, Engineering and Management for Innovation  
Key Speaker presentation: Design for Service. A way forward
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- 2012** Nottingham Trent University, Product Design Research Seminar, UK, 27/06/2012  
Presentation Title: Design for Services
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- 2012** Karlsruhe Service Research Institute Seminar Series, Germany, 21st June 2012  
Presentation Title: Design for Services
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- 2012** The Service Day, Helsinki, Finland, 29th May 2012  
Presentation Title: Design for Services
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- 2012** Brunel University, HCDI Seminar, 29<sup>th</sup> February 2012  
Title: Design for Services
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- 2012** Loughborough University, Sustainable Design Network Seminar, 27<sup>th</sup> March 2012  
Title: Value Co-creation in Design for Services

## PUBLICATIONS: Work Published

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### Co-Author Books

- 2011** Meroni A., Sangiorgi D. (2011), *Design for Services*, Gower Publishing Ltd

### Co-edited Books

- 2017** Sangiorgi, D., Prendiville, Al. (2017). *Designing for Service. Key Issues and New Directions*, Bloomsbury Publishing.
- 2002** Bertola P., Sangiorgi D. and Simonelli G. (Ed.), *Milano distretto del design. Un sistema di luoghi, attori e relazioni al servizio dell'innovazione*, Il Sole 24 ORE, Milano, 2002

### Recent chapters of books

- 2014** Sangiorgi, D. and Scott, K. (2014), "Conducting Design Research in a complex world", in Rodgers, P and Yee, J. ed. (2014). *The Routledge Companion to Design Research*. Taylor and Francis.
- 
- 2013** Sangiorgi, D. (2013), "Value co-creation in Design for Services", in Miettinen, S. ed. (2013). *Service Design with theory*. Lapland University Press.
- 
- 2011** Junginger, S. and Sangiorgi, D. (2011). "Public Policy and Public Management: Contextualizing Service Design in the Public Sector," in Cooper R., Junginger, S. and Lockwood, T. (eds.) *Handbook of Design Management* (Berg Press, UK).
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- 2011** Sangiorgi, D., Gillen, J., Junginger, S. & Whitham, R. (2011), "A service design inquiry into learning and personalisation", in Meroni, A. and Sangiorgi, D., *Design for Services*, Gower Publishing Ltd: 139-146.
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- 2011** Meroni, D. Sangiorgi, D. (2011). "Enabling Sustainable behaviours in mobility through service design". In Meroni, A. and Sangiorgi, D., *Design for Services*, Gower Publishing Ltd: 181-189.
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- 2010** Ryan A, Sangiorgi D and Fenton M, 2010, "A night at the theatre: moving arts marketing from the office to the kitchen and beyond", in *New Directions in Arts Marketing*, (eds) O ' Reilly D and Kerrigan F, Routledge, London and New York
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- 2010** Bal, R., Büscher, M., Goodwin, D., Mesman, J., Sangiorgi, D. and Smith, A. (2010) "Moving towards a new view of diagnostic work: Some implications". In Büscher, M., Goodwin, D., Mesman, J. (Eds) (2010). *Ethnographies of Diagnostic Work*. Palgrave
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- 2006** Maffei, S. and Sangiorgi D., "From communication design to activity design", in

Frascara, J. (edited by), *Designing Effective Communications: Creating Contexts for Clarity and Meaning*, Allworth Press, New York, 2006, pp. 83 – 100

#### Recent Publications in journals

- 2015** Daniela Sangiorgi Guest Editors & Sabine Junginger Guest Editors (2015) Emerging Issues in Service Design, *The Design Journal: An International Journal for All Aspects of Design*, 18:2, 165-170
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- 2015** Sangiorgi, D. (2015). Designing for public sector innovation in the UK: design strategies for paradigm shifts, *Foresight*, 17(4), 332 - 348
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- 2014** Sangiorgi, D. and Prendiville, A. (2014). A Theoretical Framework for Studying Service Design Practices: First Steps to a Mature Field, *Design Management Journal*, 9(1): 61-73
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- 2014** Wetter-Edman, K., Sangiorgi, D., Edvardsson, B., Holmlid, S., Grönroos, C. and T. Mattelmäki (2014). Design for Value Co-Creation: Exploring Synergies Between Design for Service and Service Logic. *Service Science*, 6(2), 106-121
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- 2011** Carr, V., Sangiorgi, D., Büscher, M., Junginger, S., Cooper, R. (2011) Integrating Evidence-based and Experience-based approaches in healthcare service design, *HERD*, 4(11): 12-33.
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- 2011** Sangiorgi, D. (2011). Transformative services and transformation design. *International Journal of Design*, 5(2), 29-40.
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- 2010** Pacenti, E. and Sangiorgi D. (2010). *Service Design Research Pioneers. An overview of Service Design research developed in Italy since the '90s*. In Design Research Journal, Ges Ut Av Svid, Stiftelsen Svensk Industridesign, 1(10): 26-33.
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- 2010** Sangiorgi, D., Gillen, J., Junginger, S. & Whitham, R. (2010) *Personal development, participation and design*. In ed. A. Yagou: special issue: Innovative Service Design for. part two. Re-public - re-imagining democracy: an online journal

#### Recent Papers in refereed international conferences

- 2016** Sangiorgi, D., Lee, J., Sayar, D., Allen, D., Frank, N. (2016). *Moving towards Service Dominant Logic in Manufacturing Sector: Development of a Tool for Inquiry*. In Proceedings of the ServDes.2016 Conference 'Service Design Geographies' (pp. 105-118), Copenhagen.
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- 2014** Sangiorgi, D. and Prendiville A. (2014). *A Theoretical Framework for Studying Service Design Practices: First steps to a mature field*. In Proceedings of 19th DMI: Academic Design Management Conference, London.
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- 2014** Yu, E. and Sangiorgi, D. (2014). *Service Design as an approach to New Service Development. Reflections and Futures Studies*. In Proceedings of Service Design and Innovation Conference 'Service Futures' (pp. 194-204), Lancaster, 9-11 April.
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- 2013** Wetter-Edman, K., Sangiorgi, D., Edvardsson, B., Holmlid, S., Grönroos, C. and T. Mattelmäki (2013). *Design for Service comes to Service Logic*, The Naples Forum on Service proceedings.
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- 2011** Sangiorgi, D. Fogg, H., Johnson, S., Maguire, G., Caron, A. and L. Vijayakumar (2011). *Services. Supporting manufacturing companies in their move toward services*, *Service Design and Innovation conference proceedings*, Linköping Electronic Conference Proceedings.
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- 2010** Carr, V., Sangiorgi, D., Büscher, M., Junginger, S., Cooper, R. (2010) *Creating sustainable frameworks for service redesign at practice level in NHS*. Paper presentation at HaCIRIC International conference 2010. Available from: <http://www.haciric.org/events/2010/09/22/haciric-international-conference-2010>
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- 2010** Freire, K. and Sangiorgi, D. (2010). Service design and Healthcare innovation:

from consumption, to co-production to co-creation, Nordic Service Design Conference, Linköping, Sweden.

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- 2010** Sangiorgi, D. (2010). Transformative Services and Transformation Design. Nordic Service Design Conference, Linköping, Sweden.
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- 2009** Carr, V., Sangiorgi, D., Büscher, M., Cooper, R., Junginger, S. (2009) *Clinicians as Service Designers? Reflections on current transformation in the UK health services*. First Nordic Conference on Service Design and Service Innovation.
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- 2009** Junginger, S. and Sangiorgi, D. (2009), *Service Design and Organisational Change. Bridging the gap between rigour and relevance*, IASDR09 conference, 19-22 October, Seoul
- 
- 2009** Sangiorgi D., *Building a framework for Service Design Research*, EAD conference 'Connexity', 1-3 April 2009, Aberdeen

#### Editor Conference Proceedings

- 2014** Sangiorgi, D., Hands, D. and E. Murphy (Eds.) (2014), *Service Design and Innovation Conference*, Linköping Electronic Conference Proceedings. Available at <http://www.servdes.org/conference-2014-lancaster/>

#### Editor Research Reports

- 2014** Sangiorgi, D., Prendiville, A. and Ricketts, A. (Eds.) (2014), *Mapping and Developing Service Design Research in the UK*, AHRC funded research report, Lancaster University, ISBN 978-1-86220-318-1. Available at <http://www.servicedesignresearch.com/uk/>
- Sangiorgi, D., Prendiville, A. and Ricketts, A. (Eds.) (2014), *Design for Service Innovation and Development*, AHRC funded research report, Lancaster University, ISBN 978-1-86220-323-5. Available at [http://imagination.lancs.ac.uk/sites/default/files/outcome\\_downloads/desid\\_report\\_2015\\_web.pdf](http://imagination.lancs.ac.uk/sites/default/files/outcome_downloads/desid_report_2015_web.pdf)

## TEACHING:

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### Politecnico di Milano

- 2016-2017** Politecnico di Milano, Dipartimento di Design  
Laurea Magistrale: Product Design  
Course: User Studies for Product Design  
Role: Course Convenor  
Nature of Teaching: Lectures, students' fieldwork, design research proposal development
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- 2015-2016** Politecnico di Milano, Dipartimento di Design  
Laurea Magistrale: Product Service System Design  
Course: Network and Services  
Role: Course Convenor  
Nature of Teaching: Lectures, Service analysis and re-design, essays

### Lancaster University: Postgraduate

- 2014-2015** Lancaster University, LICA, ImaginationLancaster  
MA Design: Management  
Module LICA428: 'Design Research'  
Role: Module Convenor  
Nature of Teaching: Lectures, students fieldwork, development of research proposal

<b>2014-2015</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management  Module LICA431: 'Design Directions'  <i>Role:</i> Module Convenor  Lectures, guest speaker, fieldwork (service design research project on entrepreneurship and business development).</p>
<b>2013-2014</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management  Module LICA428: 'Contemporary Issues in Design'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> Lectures, students led seminar, workshop led by guest service designer, fieldwork (design research project on 'empty shops' in collaboration with Lancaster City Council).</p>
<b>2012-2013</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management  Module LICA 426: 'Major Research Project'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> final MA projects coordination and supervision.</p>
<b>2012-2013</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management  Module LICA431: 'Design Directions'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> Lectures, guest speaker, fieldwork (service design research project on digital services "Smart campus").</p>
<b>2011-2012</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management and Policy  Module LICA 420: 'Design Thinking and Research Methods'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> Lectures, guest speaker, 2 students led seminars, fieldwork (design research project in collaboration with Lancaster City Council) with final exhibit at The Storey Institute.</p>
<b>2011-2012</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management and Policy  Module LICA 426: 'Major Research Project'  <i>Role:</i> projects supervisor  <i>Nature of Teaching:</i> supervision of final MA projects</p>
<b>2011-2012</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management and Policy  Module IMAG412: 'Service Design'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> Lectures, guest speaker, fieldwork and service design project (imagining innovating service business model for retail company)</p>
<b>2010-2011</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management and Policy  Module IMAG412: 'Service Design'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> Lectures, guest speaker, fieldwork (service design research project on volunteering organisations), co-design workshop with local third sector organisations.</p>
<b>2010-2011</b>	<p>Lancaster University, LICA, ImaginationLancaster  MA Design: Management and Policy  Module LICA 420: 'Design Thinking and Research Methods'  <i>Role:</i> Module Convenor  <i>Nature of Teaching:</i> Lectures, students led seminars, fieldwork (design research project in collaboration with INVOLVE &amp; Burnley Queen Street Mill) with final exhibit at the Queen Street Mill.</p>

<b>2009-2010</b>	Lancaster University, LICA, ImaginationLancaster MA Design: Management and Policy <i>Module IMAG412: System and Service Design</i> <i>Role:</i> Module Convenor <i>Nature of Teaching:</i> Lectures, guest speaker, fieldwork (service design research project on the new Lancaster University Learning Zone).
<b>2009-2010</b>	Lancaster University, LICA, ImaginationLancaster MA Design: Management and Policy <i>Module LICA 420: Design Thinking and Research Methods</i> <i>Role:</i> Module convenor with Prof. Stuart Walker <i>Nature of Teaching:</i> Lectures, fieldwork (design research project on 'Healthy Lifestyles on Campus').
<b>2008-2009</b> <b>2009-2010</b>	Lancaster University, LUMS, Department of Marketing Advanced Marketing and Management Master "MKTG403 Critical Understanding of Marketing" <i>Role:</i> Guest Lecturer on Service Design and Innovation <i>Nature of Teaching:</i> 1 hour lecture
<b>2007-2008</b>	Lancaster University, LUMS, Department of Marketing MKTG 322: Services Marketing <i>Role:</i> Guest Lecturer on Service Design <i>Nature of Teaching:</i> 1 hour lecture

### Lancaster University: Undergraduate

<b>2011-2012</b>	Lancaster University, LICA, ImaginationLancaster UG Marketing and Design <i>Module DES201: Design Thinking</i> <i>Role:</i> Module Convenor <i>Nature of Teaching:</i> Lectures, students led seminars, fieldwork (design research into vegetarianism and project collaboration with Quorn company).
<b>2010-2011</b>	Lancaster University, LICA, ImaginationLancaster UG Marketing and Design <i>Module DES101: Introduction to Design</i> <i>Role:</i> Lecturer (Module convenor Pragya Agarwal) <i>Nature of Teaching:</i> 2 lectures and design co-supervision of final research project on Lancaster University catering services and facilities

### Other teaching experiences

<b>2016-2017</b>	Consortium POLI.design, Politecnico di Milano Master in UX Design Title: Service Design. An introduction <i>Role:</i> lecturer (4 hours module)
<b>2013-2016</b>	Consortium POLI.design, Politecnico di Milano Master in Service Design Title: Service Design. An introduction <i>Role:</i> lecturer (12 hours module)
<b>2012-2013</b>	Aalto University (Helsinki) MA Service Design and Engineering Title: Design for Services <i>Role:</i> Lecturer (2 hour session)
<b>2011-2012</b>	Domus Academy, Milano, Italy Master in Service and Interaction Design Lectures cycles on service design <i>Role:</i> lecturer (12 hours module)

<b>Every year between 2001 - 2013</b>	Consortium POLI.design, Politecnico di Milano Master in Strategic Design _ Lecture cycles on service design Role: lecturer (12 hours module)
<b>2011</b>	National Institute of Design (NID), Ahmedabad, India Strategic Design Management MA Title: Introduction to Service Design 3 hours lecture
<b>2010</b> 22 <sup>nd</sup> November	Brunel University, UK MA Design Management - 'Design Research' module 1 hour lecture + 1 hour workshop on Service Design
<b>2008</b>	Linköpings Universitet _ Design Research Seminar Title: The evolution of Service Design. From Interaction Design to the Design of platforms for action and socialization Lecture: 04/02/08
<b>2006 and 2008</b>	ESCOLA DE DESIGN UNISINOS, Porto Alegre, Brasil Curso de especialização em design estratégico 12 hours teaching modules
<b>2005</b>	Köln International School of Design, Köln, Germany <i>Short-term project</i> "Product-Service-System for new food trends" Role: Lecturer