

+ PROFESSIONAL SUMMARY

Learning & Enablement | Digital Learning | Complex Systems

Learning design and enablement professional with 27 years of experience across design, communication and digital learning, including the last 12 in complex product and technology environments.

I transform **complex systems into clear, usable and scalable learning experiences**, supporting **user adoption, capability development and operational effectiveness**.

I coordinate **stakeholders across technical, business and learning functions**, translating business needs into structured learning solutions and supporting **delivery in high-complexity environments**.

I combine instructional design, digital platforms, continuous improvement and practical use of **generative AI in content and learning workflows**, with a strong focus on **testing and validation**.

+ PROFESSIONAL EXPERIENCE

■ **STRATTA&ASSOCIATI** — Turin, Italy (2014 - present)

Learning & Enablement | Digital Learning

□ ROLE

Working at the intersection of engineering, product and commercial teams within large automotive environments (FCA/Stellantis, Jeep, Alfa Romeo, Fiat Professional, Kia Europe).

Focused on designing and delivering digital and blended learning solutions, translating complex technical systems into structured learning content and operational knowledge supporting product launches and multi-market deployment.

□ KEY CONTRIBUTIONS

- Coordinated cross-functional stakeholders across technical, business and learning teams to align requirements and delivery.
- Designed learning and enablement systems that translated complex engineering and product information into clear, usable knowledge.
- Supported product launches and multi-market deployment through structured learning paths, digital content and adoption-focused frameworks.
- Designed digital learning experiences in high-constraint environments, including NDA, pre-launch phases, limited product availability and remote delivery.
- Developed digital learning and microlearning content using Articulate Storyline and learning platforms.
- Applied generative AI to support content and learning design workflows.

□ SELECTED PROJECTS

- **Alfa Romeo Giulia – product launch training under extreme NDA constraints.**
Designed a structured digital learning system for dealer training prior to public reveal, using controlled visual assets to enable product understanding while ensuring full confidentiality.
- **Jeep 4xe – Technical launch enablement during lockdown.**
Designed and coordinated a 3D-based interactive learning solution, enabling remote training without a physical vehicle and aligning technical and development teams under time constraints.
- **FCA Customer Experience Platform – Project recovery and deployment.**
Redefined the scope and deployment structure of a complex digital platform, contributing to improved usability, adoption and alignment across stakeholders.



SIMONETTI STUDIO — Turin, Italy (2008 – 2014)

Art Director | Client Interface

Worked on integrated communication and editorial projects for major Italian organizations, operating within complex institutional environments.

Acted as a bridge between creative teams and institutional stakeholders, translating technical and regulatory information into clear, structured and usable communication.

KEY CONTRIBUTIONS

- Led art direction and visual concept development for editorial and communication projects, including collaborations with La Stampa publishing group.
- Managed client relationships and project coordination, ensuring alignment across multiple stakeholders and structured delivery of outputs.
- Translated complex technical and regulatory information into accessible, structured content for public institutions and large organizations.

INDEPENDENT DESIGN STUDIOS — Turin, Italy (2000 – 2008)

Graphic Designer | Art Director

Worked across multiple design and communication studios, delivering editorial, retail and corporate projects for major organizations including L'Oréal, Coop and Sanpaolo.

Focused on translating complex or technical information into clear, structured and accessible content for different audiences.

KEY CONTRIBUTIONS

- Developed content-driven communication ensuring clarity, usability and effective understanding of complex information.
- Contributed to corporate, retail and institutional communication projects, including product launches and public sector initiatives, supporting structured and consistent content delivery.

STRATTA & ASSOCIATI — Turin, Italy (1998 – 2000)

Graphic Designer | Art Direction (Early Career)

Early experience in technical product communication within automotive environments (Fiat, Alfa Romeo, Lancia), collaborating with engineering teams and Alfa Romeo Centro Stile.

Established the foundation of a career focused on translating complex technical systems into structured, clear and usable content.



+ CORE COMPETENCIES

- Adult Learning Principles
- Digital Learning & Blended Learning
- Instructional Design & Learning Content Development
- Learning Platforms & LMS (content structuring & deployment)
- Learning Design & Knowledge Systems
- User Adoption & Learning Engagement
- Learning Needs Analysis & Capability Development
- Cross-Functional Alignment (Engineering - Product - Commercial teams)
- Stakeholder Management in Complex Environments
- Digital Content Structuring & Knowledge Translation
- Operational Readiness & Product Launch Enablement
- Continuous Improvement & Learning Optimisation

+ INDUSTRIES & DOMAINS

- Automotive & Mobility (Fiat, Alfa Romeo, Jeep, Citroën)
- Industrial & Manufacturing Systems
- Digital Platforms & Customer Experience Systems
- Public Sector & Municipal Services
- Environmental Services & Sustainability
- Publishing & Media
- Retail & FMCG
- Banking & Financial Services
- Aerospace documentation & regulated technical environments

+ EDUCATION & PROFESSIONAL DEVELOPMENT

■ Learning Experience Design Specialization

University of Michigan — Coursera, 2025

■ Business, Communication & Marketing Programs

Wharton School, University of Pennsylvania — Coursera, 2015–2019

■ Design & Visual Communication Background

Training in visual communication, photography and design across international institutions, including:

- Central Saint Martins (London)
- International Center of Photography (New York)
- John Kaverdash School (Milan)
- International School of Comics (Turin)
- Banciotto Institute of Fashion Design (Turin)

■ Scientific High School Diploma

Liceo Scientifico Piero Gobetti — Turin, 1994

+ LANGUAGES

- Italian — Native
- English — Full professional proficiency
- French — Intermediate (passive)
- German — Basic (in progress)



Valentina Longo Faussonne | Learning Experience Design | Digital Learning | Complex Systems Enablement

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