



Experience

9+ / Graphic Design 10+ / Product Design 9+ / UX/UI 8+ / Client Managing 6+ / Team Managing 10+ / 3D & 2D Animation

January 2021 - Present

SENIOR PRODUCT DESIGNER

Akrod - London

As a sole Senior Product Designer, I work closely with the key stakeholders to research and set the company strategy considering business and user needs, to define requirements and goals. I am responsible to define the product strategy, so to structure and design the product, to deliver an optimal user experience, best value for the users and the best return for the business.

Akrod is the parent company of Oakam. I am currently tasked to define the product for the UK market, making it flexible for other markets. The product is an app-based lender that has the mission to disrupt the industry by making lending accessible to the excluded.

I am also tasked to define and build the first product design team of the company.

August 2018 - January 2021

LEAD PRODUCT DESIGNER

MagLabs & MagLabs Digital - London

As Lead Product Designer I am responsible to define and understand client's requests and user needs, define strategies and lead tests and research to achieve optimal User Experience and best value from the product always keeping the project within the budget. I manage the project-related work of designers, developers and content creators to bring the digital projects, either simple websites or complex workflow solutions, to live.

I am also responsible for MagLabs Digital and Maglabs company image, marketing message, and its consistency throughout all channels by training the team and keeping the material always updated.

In this Role I was able to:

- improve my leadership skills
- improve my understanding of the creation and maintenance of a long-lasting relationship with global brands
- help the company progress by recognising the value of design. This led to the creation of a separate design department responsible to manage the product definition.

October 2017 - August 2018

SENIOR PRODUCT DESIGNER

MagLabs Digital - London

July 2018 - November 2018

CORE ORGANISER TEAM MEMBER

Service Design Fringe Festival 2018 - London

June 2017 - October 2017

PRODUCT & GRAPHIC DESIGNER

Service Design Fringe Festival 2017 - London

March 2017 - June 2017

GRAPHIC DESIGNER CONSULTANT

Action Sign - London

October 2016- current

FOUNDER - PRODUCT SERVICE DESIGNER

Lorenzobr1.com - London

January 2014 - October 2016

CO-FOUNDER & PRODUCT DESIGNER

Gruppo Bruno S.r.l. - Rome

March 2016 - September 2016

LEAD PRODUCT & GRAPHIC DESIGNER

DF Francia S.r.l. - Rome

November 2015 - March 2016

PRODUCT DESIGNER

DF Francia S.r.l. - Rome

October 2015 - May 2016

GRAPHIC DESIGNER & PHOTOGRAPHER

Luke S.r.l. - Rome

July 2012 - May 2015

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

Piper Club - Rome

July 2011 - April 2012

INTERN GRAPHIC DESIGNER

Arkigrafo S.r.l. - Rome

March 2009 - October 2016

EVENT PHOTOGRAPHER

Photographer Br1 - Rome

Education

- / Data Science Course Udemy - UK
- / User Research Methods General Assembly - London
- / Social Media Marketing General Assembly - London
- / Industrial Design Degree "La Sapienza" University of Rome - Italy
- / Marketing Expert Course "La Sapienza" University of Rome - Italy
- / Computer Science School "Liceo Scientifico Democrito" - Rome

Languages

- ITA** / Native
- ENG** / Proficient
- SPA** / Independent

Skills

Communication Skills

- / Empathy
- / Clear communication skills
- / Ability to use positive language
- / Calming presence
- / Closing ability

Processes

- / Data-informed design
- / User-centred methodologies
- / Lean UX methodology
- / UX tools and deliverables strong understanding
- / Human behaviours focused

Managing Skills

- / Time management skills
- / Team leading and managing skills
- / Design Sprint Facilitator
- / Logical thinking
- / Keen on taking responsibility
- / 'Can Do' attitude
- / Self-starter approach

Other Skills

- / Tenacity / Curiosity / Willingness to learn / Latest trend updated

Tools

