Experience

12+ / Graphic Design **12+ /** Product Design **9+ /** Product Management **10+ /** Client Managing **8+ /** Team Managing **10+ /** 3D & 2D

January 2024 - Present
HEAD OF PRODUCT
Intersect - London

Spinning out from Input Output (one of the funding entities of Cardano, led by Cardano and Ethereum co-founder Charles Hoskinson), I am one of the first 10 founding team members who built a successful member-based organization from the ground up. We manage the Cardano core repositories, core governance tools, and internal products.

In my role, I am directly responsible for the Intersect product strategy, user experience, and delivery of tools. I lead a team of 12 people, including product designers, product managers, engineers, and project managers, and oversee a broader team of 30+ individuals. Additionally, I have been tasked with facilitating the creation of the vision and roadmap for the entire Cardano ecosystem over the next five years.

September 2022 - December 2023
HEAD OF PRODUCT DESIGN
Input Output - London

As the Head of Product Design, I initially co-led the Project Catalyst team alongside the other 'Head of,' managing a team of 40+ people. We oversaw the largest decentralized innovation fund in the world, utilizing a fully distributed proposal and voting process on Cardano. During this time, I successfully restructured the product strategy through a collaborative distributed process, defining the entire user experience of the funding process. This led to us being awarded over $4 million in funds for development.

Following this, I was selected to lead the definition and design of the governance tools for Cardano, tools that the entire Cardano ecosystem would use for decision-making, managing core infrastructure, and overseeing distribution of a treasury of over $1 billion.

June 2021 - September 2022
SENIOR PRODUCT DESIGNER
Codility - London

January 2021 - June 2021
LEAD PRODUCT DESIGNER
Akrod - London

August 2018 - January 2021
LEAD PRODUCT DESIGNER
MagLabs & MagLabs Digital - London

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 - tJune 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

/ **SCRUM PO Certified**   Crisp.se - *UK*
/ **Data Science Course**   Udemy - *UK*
/ **User Research Methods**   General Assembly - *London, UK*
/ **Social Media Marketing**   General Assembly - *London, UK*
/ **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, Italy*

Languages

ITA   / Native

ENG   / Proficient

SPA   / Indipendent

Skills

Comunication 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

Ps / PRO	Pr / PRO	A / PRO	◆ / PRO	Lr / PRO	Xd / PRO	◯ / GOOD	HTML / GOOD
Ai / PRO	An / PRO	✎ / PRO	W / GOOD	⧉ / PRO	Ae / PRO	◎ / PRO	CSS / GOOD