ALESSANDRO FILIPPI

DIGITAL DESIGN DIRECTOR / LEAD / PRINCIPAL / HEAD OF
10+ YEARS OF EXPERIENCE IN DIGITAL PRODUCT DESIGN

www.linkedin.com/in/alefilippi83
www.interactionalex.com

PROFILE

A Digital Design Lead with extensive experience in digital product design, who is adept at applying innovative design solutions to elegantly solve complex problems while delivering great products. Helps companies achieve their full potential by taking ownership of digital product design requirements and consistently delivering on roadmaps. Offers in-depth experience working with cross-functional teams and showcases a deep technical understanding of all necessary tools. Leads from the front with honest communication, regular feedback and motivational techniques.

LEADERSHIP

- Lead experience both in corporate and startups, on large scale projects
- Built and managed teams up to 5 people both internal and externalised
- Comfortable leading global projects, hands-on with dozens of stakeholders
- Excellent negotiation skills

KEY SKILLS

- UI / UX Design management
- ADO / Jira workflow
- Measuring success via KR / KPIs
- Design leadership and compliance
- Concept generation and discovery
- Agile / Lean methodologies
- Design systems / Styleguides
- Electrification / Proptech / Fintech
- SAAS / B2B / B2C / B2E
- Prototyping
- Hiring and training
- Process automation
- Data driven design iteration

SOFTWARE

- Sketch / Zeplin / Figma / Adobe CC / Slack / Blender

EDUCATION

IUAV - University of Architecture of Venice
MD - Multimedia Communication (110/110)

PROFESSIONAL EXPERIENCE

DIGITAL DESIGN LEAD / BP PULSE / I&E
bp pulse / Jan 2022 - Present

SAAS • B2B • B2E • ELECTRIFICATION • ENTERPRISE

Refactoring a global EV charging business's complex software stack to help BP deliver on their strategic vision as a net-zero integrated energy company.

- Delivered critical EV charging software infrastructure solutions while refining current and future user experience for sustainable transportation in the B2B, B2C and B2E portfolios of applications on a global scale.
- Spearheaded adoption of automation, detailed performance tracking and maximum use of API integrations, reducing human error and protecting licence to operate
- Defined ways of working, policies and processes for my team of 3 while delivering on time and on budget 11 business critical local and global projects across multiple pods.

HEAD OF DESIGN
Plentific / Jan 2018 - Nov 2022

SAAS • B2B • PROPTECH

Specifically headhunted to redefine the product UI / UX and serve as the creative engine to visualise future pivots and build a design team within the product department. Contributed to the pivot from B2C to B2B by providing stakeholders with concept designs that redefined the product structure, which drove exponential growth.

- Produced concepts for future product expansions and pivots to drive fundraising efforts, which exceeded £130M in two funding rounds
- Created extensive, forward-looking demo prototypes of the product
- Built and managed a successful design team from the ground up, promoting excellence, user centred design, user testing and best practice
- Championed Agile methodologies
- Delivered incremental improvements to existing features and entire new modules

🔗 **INTERACTIONALEX.COM/WORK/PLENTIFIC**

LEAD UI/UX DESIGNER (CONSULTANT / FIXED TERM)
Just. / Apr 2017 - Jan 2018

B2B • B2C • FINTECH

Helped establish a digital garage to drive digital transformation within a large financial company which specialised in retirement products.

- Set up and grew the digital garage by hiring talent and helping define the design process
- Delivered numerous concepts and product enhancements, from B2C dashboards to B2B sales and internal tooling

🔗 **INTERACTIONALEX.COM/WORK/JUST**

SOME OF MY WORK
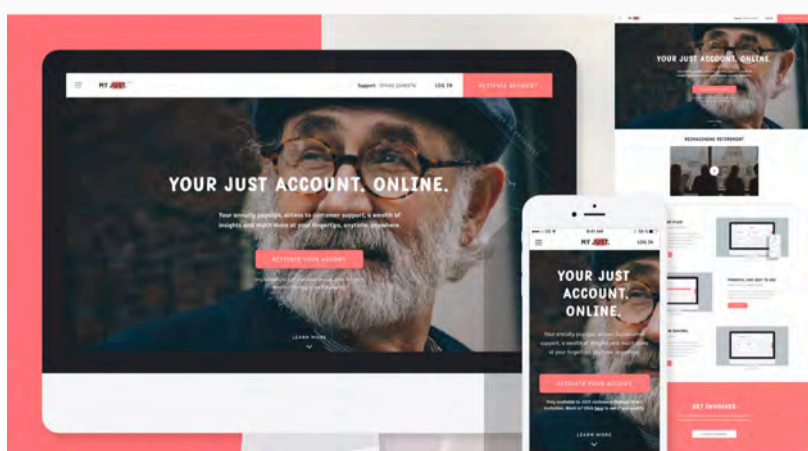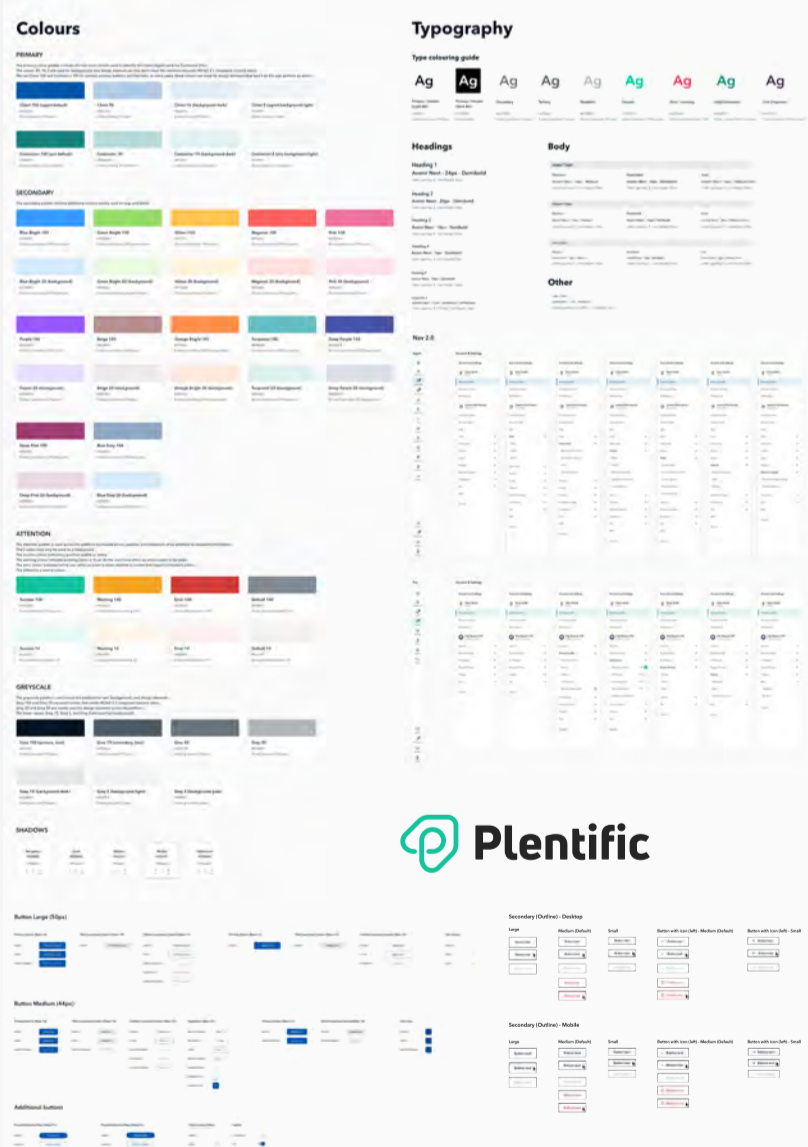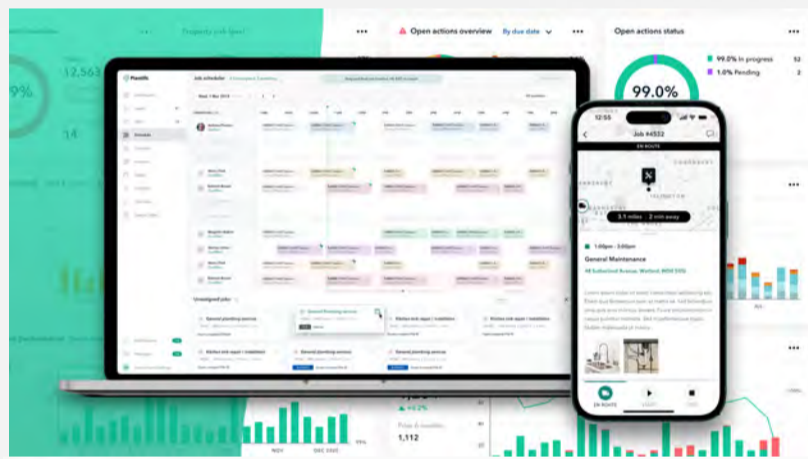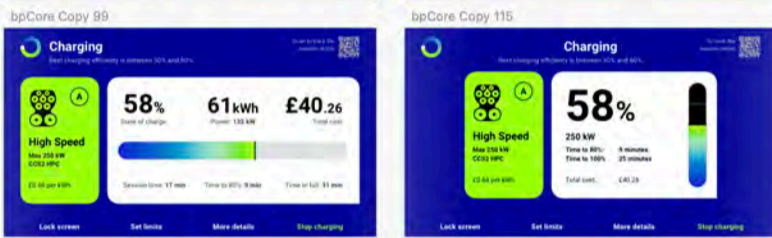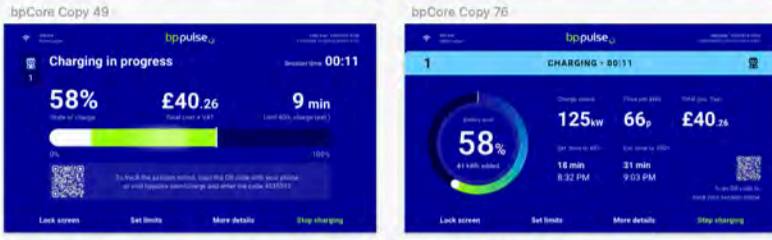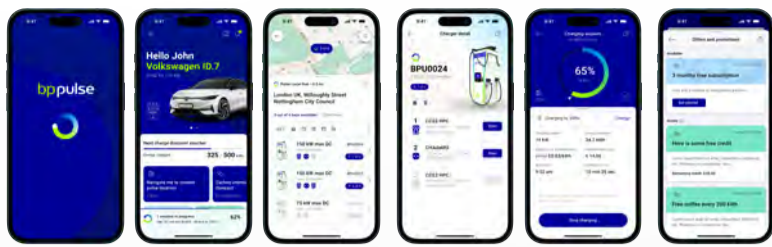
HEAD OF DESIGN (contract)
Verve (StreetTeam) / Jun 2016 - Dec 2016

B2B • B2C • SAAS • SOCIAL • STARTUP

Redefined the relationship between customers and big brands through events and promotions driven by social media influencers. Evaluated and defined the UX and visual direction of the product across all platforms.

- Set a much improved modular design system and visual direction for the product across web and native mobile applications

- Trained and managed a growing design team across product and marketing

- Worked closely with key stakeholders on product vision, advocating for agile design processes and design thinking which led to prototyping and user testing

🔗 **INTERACTIONALEX.COM/WORK/STREETTEAM**

HEAD OF DESIGN (contract)
OWLR / May 2015 - Jun 2016

B2C • APP • IOT • START-UP • SECURITY

Efficiently delivered native apps for iOS and Android in collaboration with the leadership team while in a consultancy role. Upskilled and motivated an externalised design team. Utilised proper Agile metodologies to deliver and iterate quicky while measuring success.

- Defined the product design direction working closely with the CEO to modularise the design system and reduce cost of innovation to maximise value of development time.

- Upskilled and motivated a small team of contractors on-site while working hands-on.

- Promoted a culture of mericracy, equity and inclusivity.

- Established a simple design system, which doubled the production speed of new assets.

SENIOR UI/UX DESIGNER
ORANGE / Jan 2014 - May 2015

B2B • B2E • B2C • TELECOM • ENTERPRISE • INNOVATION

Explored the future of telecom software experience in a lab environment. Researched, documented, pitched, art directed and delivered a nationwide product, introducing major usability breakthrough innovations within the existing digital touchpoints line-up.

- Promoted to senior within 6 weeks of joining.

- Lead 4 projects including one of the most ambitious and successful (customer app for Romania) at the time while earning the trust of management through consistent and measurable excellent results often bejond stakeholder's expectations.

- Spearheaded one of the most ambitious and successful projects, earning the trust of the management by delivering consistent and measurable results beyond client expectations

- Constantly improved my own skills learning and testing new software and new processes as well as engaged in personal projects regarding new ways to apply big data to user-centred and B2B services and innovative payment systems

🔗 **INTERACTIONALEX.COM/WORK/ORANGELABS**

EARLY ROLES
Before 2014

- Product Designer, MusicQubed: delivered major branded native music app for O2).

- UI/UX Designer, Frog, Milan: delivered several parts of SkyGo streaming platform for Sky

- UI/UX Designer, Artefact, Seattle, WA: delivered UX work for medical devices, web, tablet and native mobile for several clients. Internship extended due to great performance.

- Senior Product Design Consultant, Antlos: lead hands-on all UI/UX remotely for 2 years.

For more information about me and my portfolio work please visit my portfolio website

🔗 **HTTPS://WWW.INTERACTIONALEX.COM**