



## Experience

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

August 2018 - Present

### 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

As Senior Product Designer I was responsible to define and understand client's requests and user needs, conducting tests and research to define the product structure and, through interactive or animated prototypes, the final UI. I managed the project-related work of contractors, developers and content creators to bring the digital projects, either simple websites or complex workflow solutions, to live.

I was also responsible for MagLabs Digital and Maglabs company image and its consistency through branded digital and physical material, exhibition material, website, and social media.

*In this Role I was able to:*

- to implement and improve my user-centered design skills in digital and web design projects
- to grow my knowledge in HTML, CSS, and JavaScript
- to grow my knowledge in animated video creation also applied to html5
- to improve my skills in relationship with global brands

Achievement: Shortlisted for Best Digital Transformation at  WIREHIVE 100

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

