

ALESSANDRO FILIPPI

UI/UX DIGITAL DESIGN DIRECTOR, LONDON
15 YEARS OF EXPERIENCE IN DIGITAL PRODUCTS



www.linkedin.com/in/alefilippi83

www.interactionalex.com

SUMMARY

I welcome every opportunity to apply innovative design solutions to elegantly solve complex problems while delivering insanely great products. My mission is to help companies achieving their full potential by taking ownership of any digital product design requirement and consistently deliver on their roadmap. I offer extensive experience working with cross functional teams, and deep technical understanding of all the necessary tools.

EDUCATION

- IUAV, VENICE, ITALY**
- MD - Multimedia Communication
110/110
- BD - Visual and Performing Arts
105/110

SKILL SET

- UI / UX Design
- Design leadership
- Concept generation
- Agile methodologies
- Design systems / Styleguides
- Proptech / Fintech
- SAAS / B2B / B2C
- Prototyping
- Design auditing
- Hiring and training
- User centred design
- User testing
- Presentation

PROCESS

- Agile with double diamond
- Data driven user centered design

SOFTWARE

- Sketch / Invision / Figma / Adobe Creative Cloud and similar

RELEVANT WORK EXPERIENCE

HEAD OF DESIGN / DESIGN PRINCIPAL Plentific / 2018 - Present

SAAS • B2B • PROPTech • ENTERPRISE

I was brought in by one of the co-founders to redefine the product UI/UX and serve at the same time as creative engine to visualise future pivots and build a design team within the product department. Since then the company and its product grew ten fold.

- Joined the company as sole designer, crucially contributing to the pivot from B2C to B2B, by providing stakeholders with concepts designs that would redefine the product structure, driving exponential growth in the following years.
- Led the efforts to produce concepts for future product expansions and pivots to drive fundraising efforts, which during my time exceeded 130 millions in 2 funding rounds. I also created extensive, forward looking demo prototypes of the product which are currently used for sales pitches to large enterprise prospects.
- Built from the ground up and managed a successful design team, promoting excellence, user centered design, user testing, and best practice championing agile methodologies within the company, while delivering incremental improvements to existing features as well as entire new modules.

[HTTP://WWW.INTERACTIONALEX.COM/WORK/PLENTIFIC](http://www.interactionalex.com/work/plentific)

LEAD UI/UX DESIGNER (CONSULTANT / FIXED TERM) JUST. / 2017 - 2018

B2B • B2C • FINTECH • ENTERPRISE

I was brought in to help establish a 'digital garage' to drive digital transformation within Just group, a large financial company specialised in retirement products.

- I was successful in setting up and growing the digital garage. I hired talent and helped defining the design process while delivering a large number of concepts and product enhancements, from B2C dashboards to B2B sales and internal tooling.

[HTTP://WWW.INTERACTIONALEX.COM/WORK/JUST](http://www.interactionalex.com/work/just)

LEAD UI/UX DESIGNER STREETEAM (POLLEN) / 2016 - 2017

B2B • B2C • SAAS • SOCIAL • STARTUP

I was brought in to help grow the existing product into a more mature solution. Both from the UI and UX perspective. At the same time I was asked to expand its capabilities both on the webapp and the mobile native side.

- Updated product looks and navigation, expanded capability of B2B and B2C sides of the web app, and established the design for the native mobile applications.
- Conceptualised and prototyped detailed designs to drive investment rounds and sales.

[HTTP://WWW.INTERACTIONALEX.COM/WORK/STREETEAM](http://www.interactionalex.com/work/streeteam)

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

[HTTP://WWW.INTERACTIONALEX.COM](http://www.interactionalex.com)

