ALESSANDRO FILIPPI

UI/UX DIGITAL & SERVICE DESIGN LEADER
CENTRAL LONDON, UK

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PERSONAL PROFILE

I welcome every opportunity to apply innovative design solutions, to elegantly solve complex problems while delivering insanely great products. I use a lean process, efficient and result driven, forged by startup and enterprise experience. I help companies achieve their full potential by taking ownership of digital product design strategy, requirements, and delivery end-to-end across multi-functional teams.

KEY SKILLS

- UI / UX / Service Design leadership
- Startup, agency and enterprise
- Front-end dev background
- Communication / Negotiation
- Complex problem solving
- Measuring success via KR / KPIs
- Cross-functional team workflow
- Concept generation and discovery
- Delivery / roadmap strategy
- Agile methodologies
- Lean process
- Design systems
- Electrification / PropTech / FinTech
- SAAS / B2B / B2C / B2E
- High / Low fidelity Prototyping
- Hiring and training
- Cross-functional team workflow
- Data driven design iteration
- Team management

TOOLS

Figma / Sketch / Zeplin / Adobe CC / Blender / Dovetail / Mural / ADO / Jira / Confluence / Google Docs / …

EDUCATION

IUAV University of Architecture of Venice
Master's Degree in Multimedia Communication, Visual and UX design
Grade: 110/110 - Year: 2011

PROFESSIONAL EXPERIENCE

Digital Design Lead
Bp Pulse (bp Plc), London / 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 in the B2B, B2C and B2E portfolios of applications on a global scale, embracing fast prototyping, a modular UI approach and adopting a much leaner process, reducing time-to-market by 30%

- Spearheaded adoption of automation, detailed performance tracking and maximum use of API integrations, reducing human error by 50% and protecting licence to operate while improving operating efficiency by 23%

- Defined transparent ways of working with KPIs, delivering 11 business critical local and global projects across multiple pods, all of which had in commone the introduction of analytics and performance tracking to inform and empower the higher leadership.

Head of Design
Plentific Inc, London / 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 (C and D) on the back of a 25x increase of properties under management and 4x expanded addressable market

- Built and managed a successful design team of 4 from the ground up, promoting excellence, user centred design, user testing and best UI/UX practice

- Championed Agile methodologies, reducing the cost of innovation by reducing time to delivery of design solutions by 25%.

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Lead UI/UX Designer (fixed term)
**Just Group Plc, London / Apr 2017 - Jan 2018**

B2B • B2C • FINTECH

Established the design function for a brand 'digital garage' to drive digital transformation within a large financial company which specialised in retirement products (accumulation).

- Set up and grew the digital garage in less than 8 months by hiring talent and helping define the design process with a budget under 500k

- Quickly established a design system enabling first deliveries of concepts after 3 months, and scaled up after that.

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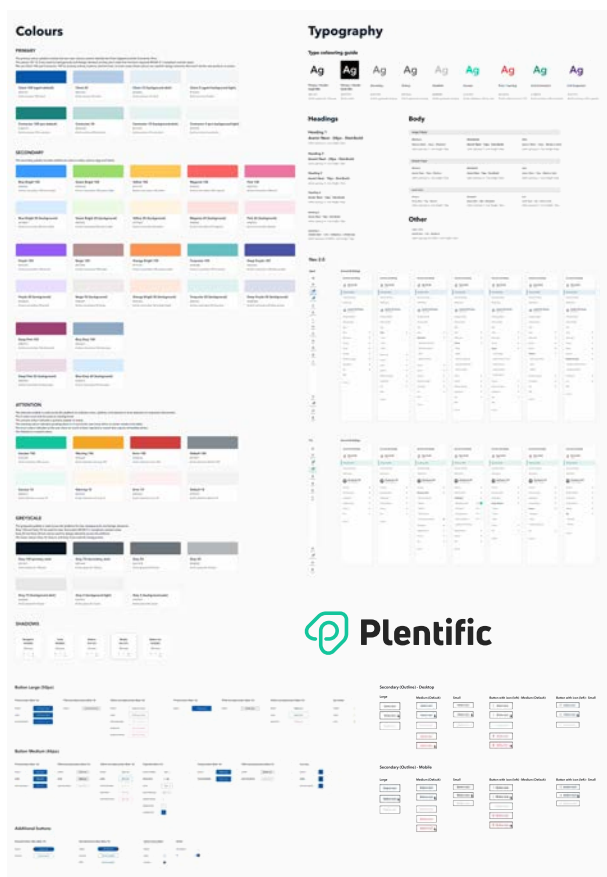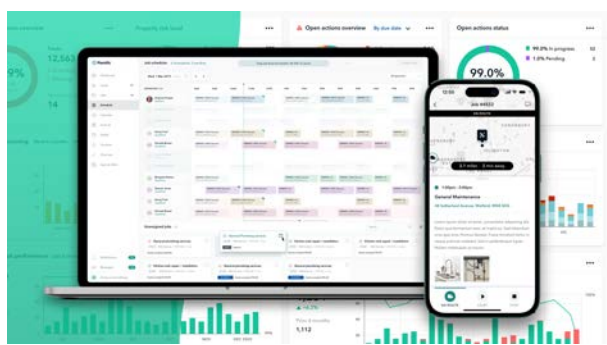
Head of Design (fixed term)
Verve (StreetTeam) Ltd, London / Jun 2016 - Dec 2016

VERVE

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, improving delivery time by 23%.
- Trained and managed a highly effective team of 3 across product and marketing
- Worked closely with key stakeholders on product vision, delivering 10 new key features and a redesigned mobile app that grew our customer engagement by 18% in just 2 months.

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Head of Design (fixed term)
OWLR Technologies Ltd, London / May 2015 - Jun 2016

OWLR

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 methodologies to deliver and iterate quickly while measuring success.

- Defined the product design direction working closely with the CEO to reduce delivery time by 20% for faster design iteration in order maximise value of development time
- Upskilled and motivated a small team of contractors on-site while working hands-on
- Promoted a culture of meritocracy, equity and inclusivity
- Established a simple design system workflow, with resulted in 2x speed UI assets.

Senior UI/UX Designer
Orange UK Plc, London / Jan 2014 - May 2015

orange

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 due to the success of the projects I've led
- Lead 5 projects, constantly learning new tools and processes, deepening my understanding of large-scale service design, and design for custom hardware UIs
- Spearheaded one of the most ambitious and successful projects in the lab, earning the trust of the management delivering a new concept for the core global mobile B2C app
- Engaged in personal development projects, specifically regarding new ways to visualise big data for user-centred and B2B services as well as specialising into payment systems.

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EARLY ROLES
Before 2014 / Milan / Seattle / London

frog

- UI/UX Designer, Frog (CapGemini Invent Plc), Milan: delivered several parts of SkyGo streaming TV and VOD platform for Sky
- Senior Product Design Consultant, Antlos Ltd: lead hands-on all UI/UX remotely for 2 years and served as advisor to the board of directors for product strategy
- Product Designer, MusicQubed Ltd: delivered major branded native music app for O2 resulting in securing a 7 figure engagement contract
- UI/UX Designer, Artefactgroup (Girling Kelly Design Group LLC), Seattle, WA: delivered UX work for medical devices, web, tablet and native mobile for several clients. Internship extended due to great performance. Clients such as: Microsoft, Amazon, Braun.

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