

ALESSANDRO ROCCA

SENIOR PRODUCT DESIGNER

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I am a passionate Senior Product Designer & University Teacher located in Barcelona, boasting over 7+ years of extensive experience in Product Design. Over the years, I've collaborated with a plethora of renowned international companies, aiding them in achieving their strategic objectives, significantly enhancing conversion rates, driving user engagement, and elevating overall user satisfaction to new heights. I seamlessly navigate across various domains, including interaction design, visual design, service design, and user research.

EXPERIENCE

Senior Product Designer

Sage Barcelona, Spain

09/22 - ongoing 1 year and 9 months

- Lead the design efforts to ensure the delivery of effective solutions and delightful user experiences for our products
- Collaborate closely with development teams and project managers to achieve project objectives
- Provide mentorship and guidance to junior and mid-level designers to foster their growth and development
- Spearhead the XD process and innovation team to drive process improvements and support the global team's growth

Professor of Information Design

RUFA (Rome University of Fine Arts) Rome, Italy

09/21 - ongoing 2 years and 9 months

I specialize in guiding students through the intricate realm of design methods. Our course delves deep into the research, organization, management, and representation of information, equipping students with both theoretical knowledge and practical tools crucial for interpreting and constructing digital ecosystems.

UX/UI Designer

Sketchin Rome, Italy

01/20 - 09/22 2 years and 9 months

- Enhancing client businesses through user-centric strategies contributing to the development of digital products.
- Specialization in defining experiences within digital product and service ecosystems
- Proficiency in strategic and speculative projects, engaging in all stages of the user journey
- Facilitation of workshops and co-design activities to refine business strategies and user experiences.

UX/UI Designer

Freelance Italy (Remote)

09/16 - 10/20 3 years and 6 months

I've collaborated with startups and small to medium-sized companies, guiding them through the creation of digital products, overseeing both strategic planning and design execution for applications and websites.

CAPABILITIES & SKILLS

- Proficient in [partnering with cross-functional teams](#), including Product Managers, Developers, Architects, and fellow Designers to meet business and customer goals effectively.
- Plan and prioritize [product strategy](#), guiding the definition of roadmaps, user requirements, and feature releases with a focused aim on achieving KPIs.
- Assume [full ownership of projects](#) from ideation through design, incorporating feedback throughout the development lifecycle and post-release.
- [Design](#) and [facilitate workshops](#) for stakeholders at all levels, leveraging Design Thinking and Design Sprint methodologies to drive innovation and alignment.
- Lead [user research](#) initiatives to empathize with users and gain insights into their perspectives, motivations, and pain points, facilitating the creation of designs that resonate with them.
- [Triangulate qualitative](#) and [quantitative data](#), synthesizing the results into meaningful and actionable design insights and concepts to deliver user-centric results.
- Create and manage [Design Systems](#) to ensure consistency and usability across products, establishing clear guidelines, and continuously improving it to align with evolving user needs and industry best practices.

EDUCATION

Master Degree in Systemic Design

[ISIA - Roma Design](#) Rome, Italy

2016 - 2018

Vote: 100 cum laude

Thesis: Interactive design system for autonomous vehicles

Erasmus+ (Exams & Thesis)

[Universidad Politécnica de Valencia](#) Valencia, Spain

2015 - 2016

Bachelor Degree in Industrial Design

[La Sapienza - Università di Roma](#) Rome, Italy

2013 - 2016

Vote: 100 cum laude

LANGUAGES

English - C1
Spanish - C1
Italian - Native

SOFTWARE

Figma - Sketch - XD
Principle - Axure - Zeplin
Miro - Mural
Adobe PS-AI-ID
Adobe AE-PR
HTML-CSS-JS

EXPERTISE

Product Design
User Experience
Strategic Design
Interaction Design
Visual Design
Service Design