

# Jacopo Cargnel

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## ABOUT ME

### My profile in a nutshell

I love **supporting companies in simplifying complex services** and digital touch-points for a better world for users :-).

I have **many years of experience** of all the different steps in a **design process**.

I planned and ran small user research activities, created and directed **concept design** creation phases. I can effectively use mapping tools to facilitate the **analysis phase**, and I love to create lo-fi **wireframes**, for early project stages, and hi-fi wireframes to validate and test advanced stages. I'm particularly experienced in **planning design activities, managing design teams** and executing, with high standards, complex design projects.

I'm effective in stakeholders management and in the presentation of UX / Service design deliverables.

I have delivered several **AGILE** projects. I'm a big fan of data-driven design and strongly believe that **UX and usability** are the strongest **drivers for conversion** and sales.

## WORK EXPERIENCE

### > **Adverity** - from 2020

I joined Adverity in 2020 as **UX Manager** with the target to establish and lead the new UX Service Line. I report directly to the CTO of the company and my main duties are:

- lead the UX / UI Service Line (plan activities, manage workloads, assign tasks, supervise the quality of design deliverables).
- define and lead the UX / UI strategy of Adverity
- drive and advocate a user centred approach in Adverity's strategy
- introduce a service design / customer lifecycle perspective inside the organisation.

### > **DigitalEntity (an NTT DATA Design Studio)** - 2011

#### MAIN ASSIGNMENTS:

#### UniCredit CEE Division (Vienna, Austria) 2015-2020

During this assignment I worked as **outsourced UX Manager** for the Public Website and Mobile Banking App of UniCredit CEE. I coordinated a multi-skilled design team (ux/ui designers, front-end developers, content strategists). I actively supported the Product Manager in defining the UX strategy, I managed and ensured quality of design deliverables, prepared and ran user tests and workshops, defined data-driven initiatives, presented and negotiated proposals and choices with the business stakeholders (management, local banks, IT dept,...).

#### Main achievements:

- Public Website: +36% leads for Cash Loan ( Sept. 2018 - Jan. 2019 )
- Public Website: -89% searches of term "Contacts" after redesign of the Contacts section, in order to increase the visibility (Jul. 2017 - Jul. 2018 )

#### Valentino Fashion Group - 2014

I worked as a **UX Project Manager** on the design and implementation of a new responsive Intranet Platform with social contents (working groups, file sharing, instant messaging, ...)

I proposed and designed an advanced tool for employees, where they could see in a simple view their salary slip, entrance and exit times, ask and approve holidays and permits, all integrated with HR tool already in use.

## Publications & Talks

**“Ux is all about sales”**  
Article on UXPlanet.

**“Design, Cultures and Companies”**  
Talk at UX Vienna evening.

**“How Nondesigners Contribute to Designing the Right Things”**  
Article on UX Matters

## How I lead design teams

I always give the first **high-level direction** to the team. Then, I delegate tasks according to competences, trying to **exalt and leverage** on personal and professional skills of the team members. On the one hand, I adopt a **mentoring** and protective approach towards my team. And on the other hand, in the direction of **external stakeholders** and direct reports, I'm not afraid to **challenge requirements and instructions** when I believe that they are not in the direction of a user-centred approach. Nonetheless, always in a **constructive and appreciative way** and respecting hierarchies and roles.

## Languages I speak

**Italian** (native)  
**English** (full working prof.)  
**German** (C1)

## Software I use

Sketch / Figma  
Miro  
Trello  
Axure  
Jira / Github  
PowerPoint

## > Tùscani Design - from 2012

In 2012 I founded a lighting design brand. I design the products, direct the engineering and production. I have also designed the e-commerce website and the digital marketing campaigns.

[www.tuscanidesign.com](http://www.tuscanidesign.com)

## > Sanofi - 2010

During this experience as **UX/UI Designer**, I realized websites to present pharmaceutical products (e.g. Enterogermina) for Sanofi regions (Austria, Turkey, ...) I worked along the full “production chain” of a digital product: collecting requirements from business dept. in the regions, preparing the first high-level wireframes, presenting and validating them, designing the visual concepts, coding simple html templates, assembling them to create components for the cms.

## > Motoguzzi (intern) - 2008

During the first part of my internship I worked at the Marketing dept., mainly preparing product analysis, benchmarks, products plans. Then I moved to the Design center where I helped the senior designers in producing visual and physical maquettes for motorbikes and accessories. I also prepared concept proposals, drew executive designs for dashboards and body parts, designed graphic decals.

## EDUCATION

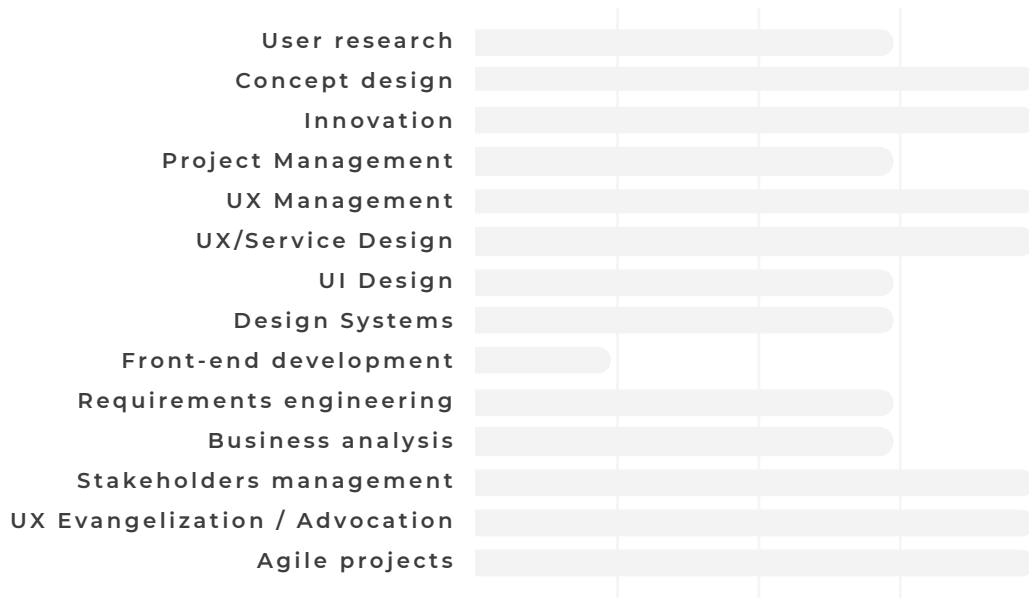
2008 Product Design - Master Degree - Politecnico di Milano.  
2004 Product Design - Ergonomics - Bachelor Degree - Politecnico di Milano.  
1999 Scientific High School Diploma - Lic. Alessandro Volta, Milano.

## HOBBIES & INTERESTS

Music (Guitar and Piano); Cars & Motorbikes; UX Design; Product Design; Lighting design; Volleyball; Tennis; Mountainbike; Cinema; Theater; Novels and Books.

## If you ask me...

HOW WOULD YOU DESCRIBE YOUR PROFILE?



ARE YOU A FRONT END DEVELOPER?

Nope, I'm a designer and design manager. It's like being an architect or an architecture project manager. Are they able to pile up bricks, to build up walls, work with wooden panels or iron pillars? They should be able to do so at a basic level, but that's not their job. Definitely they have an idea of how these things work. That's the same for me.

CAN YOU DO VISUAL DESIGN?

Sure I can, but that's not my focus. My mission is to bring more functional simplicity in services and touch-points. I can work as a UX/UI designer when a Design System is already in place. This means, I assemble screens and enhance user flows / journeys by using UI components and I can create simple visual components starting from primary elements, like fonts, colours, ...

HOW MANY PEOPLE DID U MANAGE?

From 2-10 as a range.

WHY ARE YOU SEARCHING FOR A NEW JOB?

I'm on a continuous growth path as I believe there is lifelong learning. I want to realise myself as a professional and as a person. I want to grow my current position and find new challenges. I feel like I can still improve and carry more responsibilities, and I want to do it.

WHAT WILL YOU BRING WITH YOU?

My deep knowledge and experience on UX / Service design and Design Management, with strong focus to conversion & sales. I will bring my enthusiasm, my pragmatic and problem-solving oriented mind-set. I will bring the sense of ownership of tasks and projects which I always transmit and my high quality standards of delivery.