Jacopo Cargnel

UX Executive
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ABOUT ME
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With my 14+ years of experience in the design and user experience field, I love supporting companies in simplifying complex services and digital touch-points, with the vision of a better world for users.
I strongly believe that simple and functional experiences are very strong drivers for conversion and sales.

I master the different steps and deliverables of a design processes and I'm particularly experienced in planning complex UX initiatives, managing design teams and executing them with high standards.
I have delivered several AGILE projects and I'm a big fan of data-informed design.

My Portfolio is visible here (password: iwannasee!).

Publications and Talks:
· "Ux is all about sales" Article published on UXPlanet (curated on-line magazine on UX)
· "Design, Cultures and Companies" Talk at UX Vienna evening (recurrent meet-up on UX in Vienna)
· "How Nondesigners Contribute to Designing the Right Things" Article published on UX Matters (curated on-line magazine on UX)
· "Is ChatGPT eliminating the need for visual interfaces (and UX design)?" Article published on UXCollective (Curated on-line magazine on UX)
· "Designing experiences in complex contexts" Talk at Tangity Design Studio (NTT DATA)

CURRENT POSITION
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Adverity - from 2020

I joined Adverity in 2020 as UX Manager with the target to found and lead the brand new UX & User Research service line. I report directly to the CTO of the company. In 2023 I stepped up to the position of **VP, User Experience**.
Adverity develops and commercialises a data integration product, primarily targeting the MarTech field.

Main tasks:
· contribute to the product strategy of the company
· contribute to the operating model of the product organisation and OKRs
· drive and advocate a user centred culture in Adverity´s strategy
· introduce a service design / customer lifecycle perspective in Adverity´s products and features.
· mentor people and foster growth

Main achievements:
- complete redesign of the Look&Feel of the platform: from **180k eur to 12k eur,** value of lost deals due to UI, UX and perceived ease of use (Dec 2022 - Sept 2023)
- overall impact of UX in Adverity: from **28,2% to 17,7%,** percentage of surveyed customers stating the Adverity platform is difficult to use (Dec 2022 - Sept 2023)
- redesign of the platform navigation and Information Architecture: from **23% to 9,5%,** percentage of surveyed customers stating that the Adverity platform is difficult to navigate (Dec 2022 - Sept 2023)
- service line growth, from **6 to 14 units** (Jan. 2021 - Aug. 2022)

PREVIOUS WORK EXPERIENCE
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Tangity (NTT DATA Design Network) - 2011 - 2020

MAIN CLIENTS IN CONSULTING PROJECTS:

UniCredit CEE Division (Vienna, Austria)

I worked as outsourced UX Manager for the Public Website and Mobile Banking App of UniCredit for 8 CEE Regions. 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, managed and ensured quality of design deliverables, prepared and run 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 the Cash Loan section (Sept. 2018 - Jan. 2019) after redesigning the experience.
- Public Website: **-89% searches** of term "Contacts" after redesign of the "Contacts" section, in order to increase its visibility (Jul. 2017 - Jul. 2018)

KEYWORDS: ux management, ux lead, banking, agile, unicredit, cee countries

Valentino Fashion Group

I worked as a lead UX Designer 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 tools already in use.

KEYWORDS: ux lead, ux project management, fashion, valentino

Unes Supermarkets

I worked as a UX Project Manager for a click&collect e-commerce platform for UNES (Website + Mobile App), managing a team composed by 4 ux resources. My main responsibilities were the management of tasks for the design team, quality control of deliverables and the monitoring of cost and effort, plus acting as direct front-end with our customer Unes.

KEYWORDS ux lead, ux project management, retail, e-commerce, click&collect

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 run the digital marketing campaigns.

www.tuscanidesign.com

Sanofi - 2009

During this experience as UX/UI Designer, I developed websites to present pharmaceutical products (for example Enterogermina) for Sanofi regions (Austria, Turkey, …) I worked along the full "production chain" of a digital product: collecting requirements from the local 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 proprietary CMS.

KEYWORDS: ux/ui design, html+css, cms wireframing, art direction, sanofi, pharma.

Moto Guzzi - 2008

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

KEYWORDS: product design, vehicle design, motorbikes, style

OTHERS
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LANGUAGES

Italian - native speaker
English - full proficiency
German - B2 / C1

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

UX and design, cars & motorbikes, motorsport in general, music (I play guitar and piano); volleyball; tennis, padel and squash; mountain bike; cinema; theatre; novels and books; design and business innovation