Lorenzo Bruno / Product Designer

Experience

9+ / Graphic Design   **10+ /** Product Design   **9+ /** UX/UI   **8+ /** Client Managing   **6+ /** Team Managing   **10+ /** 3D & 2D Animation

June 2021 - Present
SENIOR PRODUCT DESIGNER
Codility - London

As Senior Product Designer, I am responsible for one part of the Codility offering covering the full product life cycle from discovery to delivery. In the first 7 months, I was responsible for the main Codility product (CodeCheck), covering both the Product Designer and Product Manager roles.
Today, to allow Codility to support more and more big enterprise customers, I was tasked to create a team to focus on the overall platform to put the foundations for scalability (this includes for example the Governance part of the platform).

January 2021 - June 2021
LEAD PRODUCT DESIGNER
Akrod - London

As Lead Product Designer, I worked closely with the key stakeholders to research and set the company strategy considering business and user needs, to define requirements and goals. I was responsible to define the product strategy, so to structure and design the product, to deliver an optimal user experience, best value for the users and the best return for the business.

Akrod is the parent company of Oakam. I was tasked to define the product for the UK market, making it flexible for other markets. The product wasan app-based lender with the mission to disrupt the industry by making lending accessible to the excluded.

I was also tasked to define and build the first product design team of the company.

August 2018 - January 2021
LEAD PRODUCT DESIGNER
MagLabs & MagLabs Digital - London

As Lead Product Designer I am responsible to define and understand client's requests and user needs, define strategies and lead tests and research to achieve optimal User Experience and best value from the product always keeping the project within the budget. I manage the project-related work of designers, developers and content creators to bring the digital projects, either simple websites or complex workflow solutions, to live.
I am also responsible for MagLabs Digital and Maglabs company image, marketing message, and its consistency throughout all channels by training the team and keeping the material always updated.

In this Role I was able to:
- improve my leadership skills
- improve my understanding of the creation and maintenance of a long-lasting relationship with global brands
- help the company progress by recognising the value of design.This led to the creation of a separate design department responsible to manage the product definition.

October 2017 - August 2018
SENIOR PRODUCT DESIGNER
MagLabs Digital - London

July 2018 - November 2018
CORE ORGANISER TEAM MEMBER
Service Design Fringe Festival 2018 - London

June 2017 - October 2017
PRODUCT & GRAPHIC DESIGNER
Service Design Fringe Festival 2017 - London

March 2017 - tJune 2017
GRAPHIC DESIGNER CONSULTANT
Action Sign - London

October 2016- current
FOUNDER - PRODUCT SERVICE DESIGNER
Lorenzobr1.com - London

January 2014 - October 2016
CO-FOUNDER & PRODUCT DESIGNER
Gruppo Bruno S.r.l. - Rome

March 2016 - September 2016
LEAD PRODUCT & GRAPHIC DESIGNER
DF Francia S.r.l. - Rome

November 2015 - March 2016
PRODUCT DESIGNER
DF Francia S.r.l. - Rome

October 2015 - May 2016
GRAPHIC DESIGNER & PHOTOGRAPHER
Luke S.r.l. - Rome

July 2012 - May 2015
GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER
Piper Club - Rome

July 2011 - April 2012
INTERN GRAPHIC DESIGNER
Arkigrafo S.r.l. - Rome

March 2009 - October 2016
EVENT PHOTOGRAPHER
Photographer Br1 - Rome

Education

/ SCRUM PO Certified — Crisp.se - *UK*
/ Data Science Course — Udemy - *UK*
/ User Research Methods — General Assembly - *London, UK*
/ Social Media Marketing — General Assembly - *London, UK*
/ Industrial Design Degree — "La Sapienza" University of Rome - *Italy*
/ Marketing Expert Course — "La Sapienza" University of Rome - *Italy*
/ Computer Science School — "Liceo Scientifico Democrito" - *Rome, Italy*

Languages

ITA / Native

ENG / Proficient

SPA / Indipendent

Skills

Comunication Skills
/ Empathy
/ Clear communication skills
/ Ability to use positive language
/ Calming presence
/ Closing ability

Processes
/ Data-informed design
/ User-centred methodologies
/ Lean UX methodology
/ UX tools and deliverables strong understanding
/ Human behaviours focused

Managing Skills
/ Time management skills
/ Team leading and managing skills
/ Design Sprint Facilitator
/ Logical thinking
/ Keen on taking responsibility
/ 'Can Do' attitude
/ Self-starter approach

Other Skills
/ Tenacity / Curiosity / Willingness to learn / Latest trend updated

Tools

Tool	Level		Tool	Level
Ps	/ PRO		Ai	/ PRO
Pr	/ PRO		An	/ PRO
A	/ PRO		(logo)	/ PRO
(Sketch)	/ PRO		Wp	/ GOOD
Lr	/ PRO		Id	/ PRO
Xd	/ PRO		Ae	/ PRO
(logo)	/ PRO		(logo)	/ PRO
HTML	/ GOOD		CSS	/ GOOD