



Lorenzo Bruno / Head of Product



Experience

11+ / Product Management 12+ / Product Design 10+ / Client Management 10+ / Team Management 12+ / Graphic Design

January 2024 - Present

HEAD OF PRODUCT

Intersect - London

Spinning out from Input Output (one of the funding entities of Cardano, led by Cardano and Ethereum co-founder Charles Hoskinson), I was one of the first 10 founding team members who built a successful member-based organization from the ground up. We manage the Cardano core repositories, and critical upgrades as well as administer over ADA 600M+ (circa \$200M) budget from Cardano Treasury.

In my role, I am directly responsible for overall product strategy, user experience, and delivery of tools. I lead a team of 12 people, including product designers, product managers, engineers, and project managers, and oversee a broader team of 30+ individuals. Additionally, I coordinated the definition and manage the updates of the first unified 5 years vision and strategy for the entire Cardano ecosystem.

September 2022 - December 2023

HEAD OF PRODUCT DESIGN

Input Output - London

As the Head of Product Design, I initially co-led the Project Catalyst team alongside the other 'Head of,' managing a team of 40+ people. We oversaw the largest decentralized innovation fund in the world, utilizing a fully distributed proposal and voting process on Cardano. During this time, I successfully restructured the product strategy through a collaborative distributed process, defining the entire user experience of the funding process. This led to us being awarded over \$4 million in funds for development.

Following this, I was selected to lead the definition and design of the governance tools for Cardano, tools that the entire Cardano ecosystem would use for decision-making, managing core infrastructure, and overseeing distribution of a treasury of over \$1 billion.

June 2021 - September 2022

PRINCIPAL PRODUCT DESIGNER & PRODUCT MANAGER

Codility - London

January 2021 - June 2021

LEAD PRODUCT DESIGNER

Akrod - London

August 2018 - January 2021

LEAD PRODUCT DESIGNER & PRODUCT MANAGER

MagLabs & MagLabs Digital - London

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 - June 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