Alessandro Molinaro

User Experience - Interaction Design - System Design

Experience

My goal is to create memorable experiences and user-centered solutions that benefit the business. On top of this, the never-ending goal is to lead the company to embrace user experience, usability and accessibility in every part of the process.

1/2017 - Ongoing

Codeweavers

Head of Design (Product and User Experience - hands-on)

My current role consists in:

- Leading a team of Product Designers and Researchers focused on a Retail Ecosystem for the automotive industry.

- Working with Product, Engineering, and other cross-functional partners to drive design/product vision and strategy, define user journeys and system design.

- Helping turn business objectives into customer-centered problems and steer team strategy.

- Explaining and presenting the motivations behind UX solutions to partners and stakeholder.

- Designing, guiding, and driving collaboration processes for the team.

- Helping cross-functional teams ship at the best possible quality without compromising speed of delivery.

- Meeting regularly with designers to provide feedback on project progress.

- Ensuring that the User Interface is at the highest standards of clearness, usability, effectiveness and attractiveness.

- Meeting with customers to understand objectives and presenting possible solutions.

- Creating wireframes to illustrate user journeys and solutions to stakeholders, often with "design-studio" sessions for collaborative wireframing.

- Coaching, mentoring, and providing career development for team members.

- Monitoring work satisfaction and happiness of the design team and leading activities to maintain high levels of morale and (possibly) happiness and engagement.

- Ensuring that projects are correctly staffed based on scope, skills and timing.

- Defining and driving design hiring goals. Recruit and interview new Product Designers and Researchers, review incoming candidates, and continuously improve the design hiring process.

- Ensuring that User Experience is vital at every stage of the process, from ideation to Go-to-Market.

Projects: (among others)

- Codeweavers Commerce Platform

- Cox Digital Retail solution

- Volvo eComm

- Retailers Backoffice system

- Lender Backoffice system.

Clients: Volvo, BMW, FCA, Lotus, Santander, BlackHorse, Alphabet, Close Brothers, Mercedes Benz, Triumph and more.

Contacts

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Education

2019

UX Master Certified NNg
(Nielsen Norman Group)
UXMC# 1022372
https://www.nngroup.com/ux-certification/verify/

Interaction Design Specialty Certification
achieved on April 5, 2019.
UX Research Specialty Certification
achieved on April 3, 2019.
UX Management Specialty Certification
achieved on November 17, 2019.

2018 - ongoing
Interaction Design Foundation
Multiple certifications

2010
System Design (Meta Design) Master
A.F.A.M. I livello
(post-graduate degree)
ISIA Roma http://www.isiaroma.it

2008
Degree in Communication Sciences
Human-Machine interaction, ergonomics
(Laurea Magistrale - Master's Degree)
University La Sapienza Roma
http://www.coris.uniroma1.it/

Since 2019 I'm part of the Senior Leadership Team.

Alongside with the other Heads of Department, I support the Chief Officers to set and shape the business strategy and product direction.

Together, we work to make the product vision real and deliver the strategy, promoting and reinforcing the Company's mission and values and supporting the teams to increase the well-being and satisfaction in the workplace.

In 2019 I was asked to lead the Marketing team.

At the time, the team was struggling and was mainly focused on content for ads and social media posts.

The main task was to hire the right people and to promote a positive image of marketing within the company, mainly by making the team pivotal for all the other teams, from Commercial to production.

Marketing is now integral to the business strategy, helping define the product, shaping and supporting the go-to-market, and managing market research and communication.

Before 2017

Before becoming Head of Design, I worked as UX/Interaction designer in multiple companies, my duties can be summarised as:

User research, heuristic evaluation, contextual research, accessibility, information architecture, usability testing, competitor analysis, workshops, concept design, user journey, user journey mapping, flow diagrams, service blueprinting, layout, wire-frame, mockups, prototype (various degree of accuracy), stakeholder presentations.

4/2016 – 1/2017

Nimble – Parent Pay

Senior UX and interaction designer

User experience, User interface, Interaction design

Projects: **Nimble finance app for kids**, **ParentPay webapp.**

9/2015 – 4/2016

Lockheed Martin

Senior UX and interaction designer

User experience, User interface, Interaction design

Projects: **Mostly on client's site** e.g. **Skill Fundation Agency (gov.uk).**

6/2014 – 8/2015

Codeweavers ltd

UX/UI Designer

User experience, User interface, Interaction design and visual

Projects: **Software platforms, Web applications, apps, plug in, websites, Presentation, Company identity.**

4/2006 – 6/2013

Impact Factory – Brancaleone

Interaction and Visual Designer

I worked as Interaction and visual designer mainly designing art exhibitions and events experiences, working at the same time at the communication planning, maintaining relationships with customers and as project manager for the expo area. I supported the Creative Director, and I replaced him when required.

What I'm good at:

- System Design
- UX Strategy
- UX Research
- Usability testing
- UX Design
- Interaction Design
- Conceptualization
- Product design
- Leadership
- Facilitation
- Mentoring
- Learning

Personal interests

Behavioural Economics
Cognitive sciences
Psychology
Music
Photography
Amateur silversmith
Scuba diving
Carbonara