**Alessandro Molinaro**

User Experience - Interaction Design - System Design

**Contacts**

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**Experience**

My goal is to create memorable experiences and user-centered solutions that bene- fit 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 (User Experience and Product design**

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 De- signers 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 Back-office system
* Lender Back-office system.

**Clients:**

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

**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 Funding Agency,** now **Education and Skills Funding 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.

**Education**

2019

**UX Master Certified NNg**

(Nielsen Norman Group)

UXMC# 1022372

https://<http://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.

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/>

2018 - ongoing

**Interaction Design Foundation**

Multiple certifications

**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**

Behavioral Economics, Cognitive sciences, Psychology, Music, Photography, Amateur Silversmith, Scuba Diving, Carbonara