

Alessandro Molinaro

Design and Product Leader | Building from Zero to Scale

Phone: +44 07786 71 47 30 | Email: alessandro.molinaro@gmail.com | LinkedIn: [/in/alessandromolinarouk](https://www.linkedin.com/in/alessandromolinarouk)

Portfolio: alessandromolinaro.com

Core Practitioner Skills: Service Design | End-to-End User Research | Complex B2B/C Workflows | Systems Thinking | High-Fidelity Prototyping | Interaction Design | Design Systems Architecture

Professional Summary: Strategic Design and Product Leader with 20 years of experience across fintech, government services, and automotive finance and retail. I focus on how entire services work, the journeys, system interactions, and handoffs that fall between teams and products. I use AI-assisted prototyping and code to move fast from concept to testable artefact.

In my last role, I grew the design org from 1 to 8 while personally leading design and research on our most complex strategic products. I'm looking for a practitioner-leader role where design is a strategic asset, and I can remain hands-on with the work.

Experience

Head of Design (Product & User Experience)

01-2017 / 02-2026

Codeweavers • Stafford, UK • Automotive Finance and Retail Technology

Practitioner-Leader: I personally execute end-to-end design and research for the platform's most complex strategic initiatives, ensuring a high bar for craft while scaling the organisation.

Example of projects:

- **Corporate Policy Builder:** Conducted contextual enquiry with the account managers who build policies to understand how corporate lenders define vehicle allowance policies, a workflow at the intersection of finance products, internal rules, and vehicle availability, with outputs affecting five interconnected apps.. Personally designed two of the core systems and drove cross-team alignment to ensure all five worked as a coherent service.
- **Fleet Agreement & Vehicle Selection:** Redesigned the end-to-end vehicle selection and agreement journey for the Platform P.O.S. - tested the existing solution, conducted task analysis across dealer workflows, identified the cognitive load bottlenecks, and designed the interaction model that resolved them.
- **Service Architecture:** Personally mapped the handoffs across fragmented systems and prototyped the service layer that unified the omnichannel car purchasing experience.

What I Built

- **Research practice:** Faced resistance and lack of resources constructively. Did the research myself, brought findings to stakeholders, won buy-in through results, trained the team, and then hired a dedicated researcher. Introduced usability testing, concept testing, contextual enquiry and continuous discovery, among others.
- **Design operating model (x3):** Evolved from service desk to elevator model to cross-functional teams with parallel research streams, adapting through company growth from 30 to 150+ and a 2021 acquisition. Scaled the design team from 2 to 8 while maintaining quality and culture — under 10% attrition.
- **Design system:** Built without a dedicated team, made component creation part of standard project delivery. Cut UI dev time by ~40%; cross-team governance is still an active challenge.
- **Leadership Board seat (2019):** Established design as a strategic voice in all product investment and roadmap decisions.
- **Design + Marketing (2019–2023):** At the request of my CEO, I rebuilt the Marketing team. I left it with the central marketing team after the acquisition.

Results examples

- **Digital retail:** End-to-end omnichannel car purchasing. Live in 26+ countries across multiple brands and configurations.
- **Broker System:** +28% agreements in the first month, 96% time reduction for internal offer creation.
- **Retailer's P.O.S.:** Adopted by the vast majority of large retailers' groups in the UK (top 200). Measurable increase in ease of adoption over the years. Considered by operators the easiest tool to learn and operate (e.g. 8 out of 11 users in our last round of contextual enquiry).

Senior UX & Interaction Designer

04–2016 / 01–2017

Nimble/ParentPay • Coventry • Fintech

UX and UI for a children's fintech product, a debit card and app designed to teach money management. Balanced the needs of two distinct user groups: parents managing accounts and children learning financial responsibility. Also consulted on the parent company's school payments platform.. Research, prototyping, testing and evaluating outcomes.

Senior UX & Interaction Designer

09–2015 / 04–2016

Lockheed Martin • Coventry • Government Digital Services

UX for government digital services. Embedded at the UK Skills Funding Agency via Lockheed Martin. Responsible for translating user research into interaction design across government digital services. Deepened problem solving skills in regulated environments and concept testing (gov.uk / skill foundation agency).

Interaction & Visual Designer

04–2006 / 06–2013

Impact Factory/Brancaleone • Rome • Events and Exhibitions

Exhibition design and events – where I first learned research by necessity. Working directly with visitors and stakeholders, I had to extract the right information to do my job well. That foundation shaped everything that came after.

Education & Credentials

Nielsen Norman Group: UX Master Certified. Triple speciality: Interaction Design, UX Research, UX Management (2019). UXMC# 1022372

ISIA Roma: System Design (Meta Design) Master. Systems thinking and service design methodology. Post-graduate degree, A.F.A.M. level I (2010)

La Sapienza Roma: Communication Sciences. Laurea Magistrale, Human-Machine Interaction & Ergonomics (2008). UK Framework levels: RQF Level 7 / SCQF Level 11 / CQFW Level 7

Interaction Design Foundation: Ongoing professional development, multiple certifications (2018–present)

Manager Essential Level 5: Distinction (2026). Certificate Reference: 2280

Strengths

Building: Teams from scratch • Practices without initial buy-in • Design systems (without dedicated teams) • Research operations • Product, Services and ecosystems

Thinking: Systems and how they connect • End-to-end service journeys • Multi-product interactions • Business + user outcomes • Why people do what they do.

Hands-On: User research • Service design • Interaction design • Prototyping • Complex B2B/C workflows.