

FEDERICA DI LEO

fdr.dileo@gmail.com

Education

2015 – *Master in Communication Design*
IUAV, University of Venice

feb 2013 – *Take Away Packaging*

Intuit.Lab, Aix en Provence, France,
With Ginette Caron

2011 – *Bachelor Degree in Industrial Design*

Sapienza, University of Rome

Soft Skills

Responsible team leader

Reliable team player

Productive on-site and remote worker

Problem solver and decision maker

Creative Skills

User experience design

Creative direction

Concept creation

Lean UX methodologies

Usability test

Branding & Design

Digital Fashion

Software

Figma

Principle

Adobe Suite - all softs

Confluence and Jira

Languages

Italian, native

English, fluent

Digital Product Designer (hands-on) and Design Ops, INDEPENDENT / Jan 2024 - On going

I collaborate with small and big Company to shape new strategies and design compelling digital products, giving answer to the key business requirements, the stakeholder goals and the user expectations.

Main Creative Collaborations: Loewe, Hugo & Marie, Limesharp, Imola Ceramica, Satisfay

Digital Design Manager, PRADA GROUP / Mar 2020 - Jun 2023

Responsibilities:

- Growing, evolving and inspiring the Digital Design team (twenty members), comprised of Product designers, UX researcher, Visual designers and Content editors who work in cross-functional teams alongside e-commerce specialists, engineers and product owners and managers;
- Focusing on build and share a Customer centric perspective and on optimising flows and processes with an end to end approach (bridging online and offline). Influence different stakeholders to accept practices and approaches, via the ability to communicate and influence on different levels from engineer to senior leadership levels/executive leadership;
- Serve as the primary point of contact on initiatives, providing day-to-day design leadership;
- Leading the design of differentiated and scalable experiences that drive business objectives by meeting the needs of end customers;
- Primary competencies include concept ideation and solution design, defining and managing the customer journey, hypothesis testing through prototypes, feature articulation and user flows, interaction design, and optimizing the experience in commercialization;
- Defining digital experience strategy, roadmaps and work plans in an omnichannel scenario working closely with E-commerce, Retail, CRM and Communication teams for all Prada Group brands;
- Making design decisions on initiatives in partnership with Product and Technology, guided by research findings;
- Leading workshop using different frameworks and helped in getting an holistic product vision across different areas;
- Surfacing growth and development opportunities for self and the team

Main projects:

- Complete redesign of the Prada, Miu Miu, Church's digital experience;
- Art direction for Prada and Miu Miu e-commerce digital contents;
- Timecapsule NFT Collection: Prada's first drop of NFT;
- C-Sphere: Prada clienteling app;
- Prada Beauty, e-commerce launch

Senior UX/UI Designer, SKY ITALIA / Sep 2018 - Feb 2020

Main projects:

- User Experience and Interface Design for business and editorial digital products
- Complete redesign of the editorial digital echosystem: Sky Sport, Sky TG24, Sky Spettacolo
- Sky video website redesign: a more personalized and customizable video based news website, redesigned from the ground up to fit how people consume video

Contract Professor, RAFFLES MILANO / Mar 2019 - Dec 2020

Role: Contract Professor of Basic Interaction Design Course

UX/UI Designer and Art Director, POMO / Nov 2016 - Jul 2018

Main project:

Research, concept and design of digital and branding projects for clients operating in the international Luxury/Fashion Industry (Fornasetti, Santoni, H&M, Silversea Cruises, Rinascente at Palazzo Reale, Essence London).

UX/UI Designer, THE BIG NOW / May 2016 - Sept 2016

Main project:

Digital art direction with a focus on outstanding visual ideas for clients operating in the international Luxury/Fashion Industry (The Double F, Marco De Vincenzo)

UX/UI Designer, IL SOLE 24 ORE / Jul 2014 - May 2016

Main project:

Complete redesign of the digital experience of Il Sole 24 ore Magazine and Radio 24.