

Gilberto Lenzi

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Hi

I'm Gilberto, a Product Designer based in London.

I enjoy creating meaningful products and delivering a first-class user experience, fuelled with curiosity and passion for simplicity in design.

What can I do for you?

- Working to solve real user problems and inspiring designers, developer and product managers to collaboratively craft great product experiences.
- Collaborate in an agile environment across teams to rapidly incorporate user feedback, technical constraints and product goals.
- Rapid prototyping at both low and high fidelity standard to explore future product development and visualise user journeys who can be qualitative or quantitative tested with real customers.
- Help putting your research insight in action, mapping findings against business goals.
- Design iterative enhancement of your product through A/B and multivariate testing methodology. Forming and producing hypothesis and validate them with your data scientists or analysts.

How will I do it?

Strategic thinking, Agile working, Rapid prototyping, MVT & A/B testing, Metric driven design, Usability testing, Interface design, Web usability, Storyboards, Sketching & Wireframing, Grid & layout, Colour theory.

Employment History

Product Designer at Facebook

April 2017 - Present (3 yrs 3 mos)

- Designing experiences to connect advertisers, publishers and people through Facebook audience network.
- Designing Facebook Shops & Facebook Shops Ads.

Lead Product Designer at marksandspencer.com

September 2015 - April 2017 (1 yrs 10 mos)

- I'm Leading the product design for the consumer facing apps at M&S, being responsible for both Android and iOS.
- Responsible for the mobile web experience across small device and tablet for marksandspencer.com

Senior UX Designer at notonthehighstreet.com

October 2014 - September 2015 (1 year)

- Responsible for the UX and UI of the iOS "Gift Finder" App.
 - App rated Number 1 on the top free apps in lifestyle category.
 - App featured into "Best new apps" on the Appstore homepage.
- Responsible for the integration of Paypal as a payment method across multiple checkout journeys.
- Responsible for the checkout UX, aiming for a more cohesive, trustworthy and effortless cross-device experience.

Web Designer Manager at notonthehighstreet.com

November 2013 - October 2014 (1 year)

- Responsible for the creation of UI and visual design for the notonthehighstreet.com product portfolio including mobile web, iOS application and desktop.
- Lead the web design team to produce marketing digital campaign. The process include concepts and ideas generation to wireframes and finalised visual design to optimised front-end code.
- Acting as UX and UI expert to create prototypes and visual design aiming to improve the conversion rate via A/B and Multivariate Testing conducted on the entire product portfolio.
- Hiring and training new team members, expanding the creative team digital capabilities to reflect the business grow.

Senior Web Designer at notonthehighstreet.com

February 2013 - November 2013 (10 months)

- Launched a complete site redesign for notonthehighstreet.com, leading the web design and creating digital and front-end guidelines.
- Design a new responsive grid structure for notonthehighstreet.com, to equalise and structure the main platform to be more consistent.
- Design the mobile version of notonthehighstreet.com.
- Hiring and training new team members, expanding the creative team digital capabilities to reflect the business grow.

Accademy classes

FACULTY OF INDUSTRIAL DESIGN I.S.I.A. 2005-2008 - Florence, IT

Enrolment on the Faculty of design I.S.I.A
Final Thesis: "Venus Food Pro" in collaboration with
Ariete Spa
Graduated
Extra-curricula classes: Web Design - Web
Communication

PROFESSIONAL INSTITUTE FOR ADVERTISING - "G.Sismondi" 1999-2004 - Pistoia, IT

Diploma in Graphic Design

Final Thesis theme "Lord of the rings".
Extra-curricula classes: Macromedia Flash 6.0 - Autocad
3D Studio Max

PORTSMOUTH SCHOOL OF ENGLISH Summer 2003 - Portsmouth, UK

Certificate of "Language Special International" -
Intermediate level

Web Designer at notonthehighstreet.com

April 2011 - January 2013 (1 year 10 months)

- Design a brand new checkout flow. Working within a cross-functional team that approached this as UX project, the result is an improved user experience which led to meeting the established project KPI's.
- Leading the technological development of the email marketing, introducing responsive templates optimised for mobile media.
- Design custom landing pages to increase conversion rate of Marketing campaign.

Front end Developer & Web Designer at Be Memorable Ltd

October 2010 - January 2011 (4 months)

Web designer and Front-end developer for Be Memorable Ltd, a fast growing company specialized in ecommerce, web & bespoke applications, email campaign and email marketing.

Freelance product designer at I'm gil

July 2010 - London, UK (currently available)

I've been working as a Freelance product designer for small and mid-sized companies, offering UX and web design services, this is an activity I've carried on during the weekend and I'm willing to keep exploring as I've personally find it one of the best way of learning new techniques and tools.

Web Designer at Piramedia Srl

July 2007 - August 2010 - Pescia, IT

Working as Web Designer & Web Developer, this was my first job in the Web industry and it's where I've built my foundation of Web Interfaces, Web development and SEO.