Gilberto Lenzi

Product Designer

EMAIL gilbertolenzi@gmail.com **PHONE** +39 3271379459

PORTFOLIO gilbertolenzi.com

BIO

Experienced Product Designer with a passion for crafting intuitive, impactful digital experiences. Proven track record leading design for high-profile consumer apps and mobile web at top brands, including Meta and Marks & Spencer. Skilled in cross-functional collaboration, rapid prototyping, and data-driven design, with a focus on solving real user problems and driving measurable business results.

Eager to continue delivering elegant solutions that balance user needs and business goals

EDUCATION

Faculty of Industrial Design I.S.I.A.

2005-2008 - Florence, IT

Bachelor's Degree at the Faculty of design I.S.I.A
Final Thesis: "Venus Food Pro" in collaboration with Ariete Spa - Graduated
Extra-curricula classes: Web Design – 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 – 3D Modelling, Autocad, 3D Studio Max

DESIGN TOOLS

Figma   Origami Studio   Spline   HTML/CSS/JS
React   React Native   Adobe Suite   Tailwind
SCSS/SASS/LESS   GraphQL   SwiftUI

LINKS

Threads
https://www.threads.com/@gilcantswim

LinkedIn
https://linkedin.com/in/gilbertolenzi

Dribbble
https://dribbble.com/gilbertolenzi

GitHub
https://github.com/gilbertolenzi

WORK EXPERIENCE

Product Designer · Meta Reality Lab

Jul 2022 → Present   Pistoia, Italy (Remote)

- Design & Develop tools to make spatial computing accessible to mobile developers with Meta Spatial Editor.
- Collaborating cross-functionally to drive innovation in spatial interfaces for VR/AR.
- Build a design system optimised for desktop native applications, adopted in Reality Lab by multiple teams from different orgs.

Product Designer · Instagram

Jul 2021 → Jul 2022   London, United Kingdom (Remote)

- Developed products to support the Creator monetization strategy.
- Lead the design for Instagram Affiliate, launched to help Creators make a living from sponsoring products they love.

Product Designer · Facebook

Apr 2017 → Jul 2021   London, United Kingdom

- Shaped the initial vision and framework for Facebook Shops, supporting businesses of all sizes during Covid.
- Established a successful ads ecosystem for Facebook Shops.
- Led design initiatives for Facebook Audience Network, empowering publishers with sustainable advertising solutions.
- Designed brand safety tools, giving advertisers control over ad placements and protecting brand integrity.

Lead Product Designer · Marks & Spencer

Sept 2015 → Apr 2017   London, United Kingdom

- Led product design for consumer-facing Android and iOS apps.
- Owned the mobile web experience for marksandspencer.com across smartphones and tablets.

Senior UX Designer · Notonthehighstreet.com

Oct 2014 → Sept 2015   London, United Kingdom

- Designed UX/UI for the iOS "Gift Finder" app, achieving #1 in Lifestyle and featured as "Best New App" on the App Store.
- Enhanced checkout UX for a seamless, trustworthy cross-device experience. Integrated PayPal across multiple checkout journeys.

Web Design Manager · Notonthehighstreet.com
Nov 2013 → Oct 2014   London, United Kingdom

- Managed the web design team (3 designers) in delivering digital marketing campaigns from concept to final design. Setting up team goals roles, and responsibilities.
- Led the design for mobile web, iOS, and desktop products, prototyping and designing to improve conversion rates through A/B and multivariate testing.
- Recruited and trained new team members to scale digital capabilities.

Senior Web Designer · Notonthehighstreet.com
Feb 2013 → Nov 2013   London, United Kingdom

- Directed a complete website redesign, establishing new digital and front-end guidelines for the development team.
- Designed a responsive grid structure and the mobile site.
- Supported team growth through hiring and mentorship.

Web Designer · Notonthehighstreet.com
Apr 2011 → Jan 2013   London, United Kingdom

- Designed a new checkout flow, improving user experience and meeting KPIs.
- Introduced responsive email templates for mobile optimization.
- Created custom landing pages to boost marketing campaign conversions.

Front End Developer & Designer · Be Memorable
Oct 2010 → Jan 2011   London, United Kingdom

- Delivered web and front-end solutions for e-commerce and bespoke applications.
- Design and developed responsive email campaigns and marketing collateral.

Web Designer & Web Developer · Piramedia SRL
Jul 2007 → Aug 2010   Pescia, Italy

- Built foundational skills in web interfaces, web development, and SEO.
- Designed and developed web projects for a range of clients, managing end to end relationship with small businesses.