



VALERIO BATTAGLI

Profile

User Experience and Design Thinking practitioner.

Bridging user experience design and digital transformation, delivering a range of innovation programs which incorporate design thinking, UX practices and agile development processes.

My skills set includes:

AI product design strategy, Design Sprints Facilitation, Design Thinking Workshops & Methodologies, Experience of innovation frameworks, Internal Business Development, UX research, UX Design, Information architecture analysis, Usability testing, Wireframing, Rapid prototyping, Team Management.

Whatsapp +65 9327 7605

email ubik76@gmail.com

Website www.valeribattagli.com

Past employers include:

Experience

Senior User Experience Designer: LSEG Refinitiv LABS - Sustainable Finance Unit (ESG): Singapore. August 2021-present

- Initiate Sustainable Finance Innovation Projects (ESG) bringing concepts from strategy to final POCs.
- Plan UX strategy throughout all the innovation cycle: Scan > Assess > Plan > Build > Validate.
- Deliver operational artefacts along each innovation step: Problem Discovery & Definition, Solution Definition, Concept validation > Design & Development > Final UX Assessment & Handover.
- Conduct desk research, discovery user interviews, synthesise findings & insights and report back to the team.
- Prepare and facilitate design thinking activities.
- Conduct Design Thinking workshops to ideate, design, prioritise features and possible flows.
- Conduct usability test sessions at the end of each innovation phase.
- Design user flows, wireframes, mid to high fidelity screens thru multiple iterations.
- Provide data visualisations alternatives for charts, and diagrams.
- Prepare design handover documentation for engineering team.
- Liaising with Data Science for project feasibility and dependencies at each iteration.
- Own documentation and evangelisation of the project visibility to the wider LSEG team
- Participate to co-write projects white papers

UX / UI Designer: SPRIM Ventures: Singapore. May 2020-July 2021

- Collaborate with product team and software engineers to define and implement innovative solutions for the product direction, visuals and experience.
- Developing Design System for UI and overseeing implementation.
- Act as user advocate during the development process from early stage designs to usability testing and implementing suggestions from a user perspective.
- Setting up design processes and working in design sprints as part of a project team with PM and Tech Lead.
- Managing/setting up design teams.
- Create wireframe, user flows, process flows, prototypes and mockups, and communicate interaction ideas.
- Interact with software engineers and monitor front-end development implementation.
- Liaise closely with product owner to install user centricism within the company.

Digital Experience Lead: EY FSO: Singapore. July 2019-May 2020

- Take a client from business insight, to concept, to code, to market in a compressed timeframe agile sprints to deliver world's best digital processes, products and platforms over various timescales.
- Drive lean product development approach by working with designers and multidisciplinary teams using Design Thinking and Human Centred Design practices including information architecture, visual and interaction design research and prototyping.
- Design and facilitate workshops, working directly with digital consultants, scrum team peers, clients and users to analyse pain points, understand end-user needs, document user storyboards and co-create digital-native processes, products, platforms and experiences.
- Lead designers while playing a hands on role in EY's agile product development teams owning the user research, supporting the product owner with functional backlog creation and prioritisation, as well as the design and testing of the product and overall user experience.

UX Facilitator / Product Innovation Manager: Mastercard: Singapore. June 2018-May 2019

LSEG
LABS

REFINITIV
R

EY
Building a better
working world

mastercard

Whatsapp +65 9327 7605

email ubik76@gmail.com

Portfolio www.valeribattagli.com

- Lead groups through activities such as envisioning / ideation, product planning, issue resolution, action planning, assumptions testing & product prototyping as well as requirements gathering.
- Create new innovation tools and templates & collation of existing best in class methods to create standardized methodologies & practices for rapid innovation.
- Facilitate client events, using best practice processes and techniques in the area of design thinking, ideation methodologies, agile development (design sprints and rapid prototyping) and in agile product management.
- Lead small teams and large groups of professionals with multi-faceted skills sets and different motivations/ agendas to create new product innovations.
- Contribute to the development of new LaaS innovation programs and products and the enhancement of existing LaaS innovation methodologies that can be delivered to customers.
- Keep informed on emerging technologies and innovations in the payments and commerce space and identify potential opportunities for the LaaS team to develop product prototypes that would be relevant to the customer base.

Senior User Interface Architect: CXA Group: Singapore. June 2016-June 2018

- Work closely within the Product team to solve complex interaction problems, humanise product ideas and develop these ideas into elegant application design
- Act as a conduit between Business and Engineering to grow concepts through ideation, prototyping and user validation
- Evangelise about the importance of User Experience within the company to establish UX practices.
- Design wireframes, mid-fidelity mockups and prototypes that promote ease of use and optimise how customers interact with CXA products
- Analyze tasks, model information, navigation and flows using UX best practices for web and mobile
- Present design solutions to stakeholders and company executives, defend design decisions and incorporate feedback into the design cycle
- Mentor the UI and graphic designers and help to grow their Interaction Design skill sets
- Be an End-User Advocate, driving user needs and goals into both creative and pragmatic design solutions.
- Conduct internal user research to establish consensus among the stakeholders.

UX Designer & Researcher freelance: Vietnam / Italy / Singapore. 2015-2016

UX research and Design on projects for various clients including ItchList Singapore, Scotland's Cruise Europe.

Creative director : Various multinational agencies :, Vietnam, Dubai, Singapore, U.S.A 2007-2016

Education Certificates

- Design and Build AI Products and Services – **Massachusetts Institute of Technology (MIT) 2024**
- Certificate in ESG Investing – **Chartered Financial Analyst Institute (CFA) 2023**
- Design Thinking for Innovation — University of Virginia Darden School of Business 2019
-
- Analytics Fundamentals Workshop — Marketing Institute of Singapore 2017
- UX Design & Research — Springboard certification 2015
- Digital and Social Media Marketing — Iversity certification 2015
- Miami Ad School, U.S.A. — Art Direction Portfolio. 2007
- University of Studies of Bologna, Italy — Single-cycle Master Degree in Studies in Performing Arts. 2003
- Industrial Technical Institute Guglielmo Marconi Forli', Italy. – Industrial Chemical Technician Diploma. 1995

Skills

- *Managing skills:* I facilitated client events, using best practice processes and techniques in the area of design thinking, ideation methodologies, agile development (design sprints and

rapid prototyping) and in agile product management. I also have managed creative teams of UI designers and art directors providing insights, leading brainstorming sessions giving directions and overseeing progresses.

- *Team work*: I have worked in various types of teams, as UX lead of a design department in-house working closely with visual designers, UI designers and software engineers, developing digital products and solving interaction problems. In the past I also worked in creative teams such as copywriter-art director for brainstorming and developing advertising on various medium,
- *Intercultural skills*: working around the world taught me the importance of establishing a good rapport with your interlocutor, especially on the empathic side, in order to shorten the distance within different mentalities. Moreover, working in MNCs exposed me to an international environment, where I learnt how deal with personal idiosyncrasies in a positive and constructive way.
- *Relationships skills*: I strongly believe in establishing a flat & collaborative hierarchy within the team, I feel confident as facilitator in the workshop room, establishing empathy with the audience and work together towards the resolution of business and technical challenges. I consider myself well versed in communicating with the clients and listen for their concerns, providing advice while promoting their contribution. I am a good listener, able to write user scenarios for usability tests, I can also conduct user Interviews.
- *Organizational skills and competences*: I am able to tackle innovation and UX projects from the research phase to production of mid fidelity design, gathering requirements from qualitative research and creating clickthru prototypes.
- *English Language Certificates*: Cambridge ESOL CELTA, DELTA, FCE. TOEFL.