



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:

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

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Experience

Digital Experience Lead: EY FSO: Singapore. July 2019-present

- 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

- 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.

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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 freelance: Bates CHI@Partners: *Ho Chi Minh City, Vietnam. 2014-2015*

Key Achievement: Pitching for the biggest client of the agency as senior creative, researching the Myanmar market. Overseeing TV Commercial shooting and production in Myanmar while working on other pitches with the creative team.

Senior Art director: TBWA: *Ho Chi Minh City, Vietnam. 2012-2014*

Leading projects; overseeing planning, concept development, design and implementation; assigning tasks and monitoring progress. Establishing the creative strategy for projects.

Content Consultant: Roomorama: *Singapore. July 2011- May 2012*

Support Project Management team in copyediting English related content. Involved in Copywriting, Work with internal team to develop copy concepts that strategically position and promote Company's programs and services, where required.

Senior Art director freelance for various multinational agencies:

Draft FCB, McCollins Media, Impact BBDO, Fortune Promoseven: Dubai U.A.E.

February 2011- July 2011

Ideation and execution of 360 advertising campaigns on various local and global brands, including pitches for new business.

Art director Leo Burnett, Dubai, U.A.E. 2010

Research across Procter and Gamble brands for proactive advertising campaigns, conceptualization and execution of multichannel campaigns for global and UAE clients such as Du telecom, National Geographic Abu Dhabi, Mont Blanc, Wild Wadi and others.

Art director, JWT Kuwait City, Kuwait February. 2010

Advertising campaigns and integrated 360 campaigns for global and Kuwaiti clients such as Wataniya Airways, Zein Telecom and others on print, video, and digital mediums.

Art director, Tonic Communications Dubai, U.A.E. April 2008-2009

Ideation and execution of advertising campaigns for global and UAE clients such as Burger King, Samsung mobile, Dp World, Dubai Silicon Oasis on various mediums.

Art director intern, Lowe Worldwide NYC, U.S.A June 2007-September 2007

Working with the creative department on conceptualization and execution of advertising campaigns for global and local clients on print, video, and digital mediums.

Art director intern, Mfp NYC, U.S.A January 2007-June 2007

Helping the creative department on brainstorming and execution of advertising campaigns and integrated 360 campaigns for global and local clients.

Self Employed creative filmmaker, Stingerstudio Rimini, Italy January 2003-January 2004.

Creating and handling small video productions promoting local clients, documentaries, video brochures etc.

Education Certificates

- 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 Forlì, 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.
- *Computer skills*: UX softwares: Sketch, Omnigraffle, Balsamiq, Invision, Marvelapp, Atlassian Jira Software. Proficiency with Mac OSX and Adobe Creative Suite,
- *Professional development skills*: I'm always looking for new challenges within a good company, where I can grow professionally and bring some added value on my own.
- *English Language Certificates*: Cambridge ESOL CELTA, DELTA, FCE. TOEFL.