

# VALERIO BATTAGLI

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## Profile Summary

### User Experience Designer and Design Thinking Practitioner.

Bridging user experience design and digital transformation in start-up settings and corporate global teams. Delivering a wide range of innovation programs which incorporate design thinking, UX practices, stakeholder management and agile product development processes.

## Skills

AI product design strategy, UX research, UX Design, Usability testing, Wireframing, Rapid prototyping, UI Design, Financial Analytics and Data Visualisation, Dashboards, Compliance Workflows, Risk Management Charting, Figma, Sketch, Azure, Adobe, Design Sprints Facilitation, Design Thinking Workshops, Experience of Innovation Frameworks, Internal Business Development, Information Architecture Analysis, Heuristic Evaluation, Customer Journey Mapping, Team Management, Problem Solving.

## 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 and deliver artefacts throughout all the innovation cycle: Scan > Assess > Plan > Build > Validate.
- Conduct desk research, discovery user interviews, synthesise findings & insights and report back to the team.
- Prepare and 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 in co-writing projects white papers
- **Key Achievement:** Played a crucial role in successfully creating and launching a new ESG reporting tool, securing a multimillion dollar deal with the Malaysian stock exchange.

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

- Collaborate with product team and software engineers to define and implement product direction, visuals and experience.
- Developing design system for UI consistency and overseeing implementation.
- Act as user advocate during the development process from early stage designs to usability testing.
- 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.
- **Key Achievement:** Reduced customer churn rate by 8% through proactive customer outreach and secured a series C funding for 75million.

### Digital Experience Lead: EY Financial Services Operations: *Singapore. July 2019-May 2020*

- Take a client from business insight, to concept, to code, to market in agile sprints.

- 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, reporting findings & insights.
- Lead designers while playing a hands on role in EY's agile product development teams owning the user research, supporting the product owner, and testing of the product and overall user experience.
- **Key Achievement:** Reduced internal design iteration time in the consulting team by 22%.

### **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 multi-disciplinary teams to create new product innovations.
- Keep informed on emerging technologies and innovations in the payments and commerce space and identify potential opportunities for new prototypes relevant to the customer base.
- **Key Achievement:** Secured billing of 6 design sprint workshops to client for a total of 180K \$ in advisory services and opened new revenue streams for tech licensing.

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

- Work closely within the Product team to solve complex interaction problems, develop 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 to optimise users interaction.
- Analyze tasks, model information, navigation and flows using UX best practices for web and mobile.
- Present design solutions to stakeholders, defend decisions and incorporate feedback into the design cycle.
- Mentor the UI and graphic designers and help to grow their interaction design skill sets.
- Stakeholders management.
- **Key Achievement:** Successfully revamped whole product suite for the Singapore market increasing customer adoption of 12%. Opened new market in Hong Kong with 5.6% market share within the first year.

### **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.

### **Art director: Adv. 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**
- Artificial Intelligence Fundamentals – **IBM 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 2015**
- Digital and Social Media Marketing – **Iversity 2015**
- Art Direction Portfolio – **Miami Ad School U.S.A. 2007**
- Single-cycle Master Degree in Studies in Performing Arts – **University of Studies of Bologna, Italy 2003**
- Industrial Chemical Technician Diploma – **Industrial Technical Institute Guglielmo Marconi Forlì, Italy 1995**
- English Language Certificates: **Cambridge ESOL CELTA, DELTA Module 1, FCE, TOEFL.**