VALERIO BATTAGLI

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Profile Summary

Accomplished **User Experience Designer** with extensive expertise in spearheading digital transformations and enhancing user interfaces across **global corporate** and **startup environments.** Proficient in merging **user-centered design** with strategic business solutions to drive productivity and engagement, particularly within **Financial Services**, **Healthcare**, and **Insurance** verticals. Demonstrates solid leadership in developing innovative, market-leading digital products using **agile** and **design thinking methodologies.** Recognized for delivering **impactful user experiences** that fuel business growth, strengthen competitive advantage and foster **robust stakeholder relationships.** Skilled in translating complex user data into actionable design strategies that align with industry-specific challenges and organizational objectives.

Professional Experience

Senior UX Designer: LSEG Refinitiv LABS - (ESG) Unit: *Singapore. August 2021-present*

- **Key Achievement:** Spearheaded the development and launch of an innovative ESG reporting tool, securing a multimillion-dollar deal with Malaysian Stock Exchange.
- Initiated and managed sustainable finance projects, overseeing them from ideation through to proof-of-concept.
- Prepare and conduct Design Thinking workshops to ideate, design, prioritise features and possible flows.
- Developed and implemented comprehensive UX strategies across various project phases, enhancing product design and user engagement.
- Collaborated closely with cross-functional teams, including Data Science, to ensure project feasibility and alignment with business goals.

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

- **Key Achievement:** Played a pivotal role in reducing customer churn by 8% and was instrumental in acquiring Series C funding.
- Managing/setting up design teams and liaising with product team and software engineers to define and implement product direction.
- Developed a cohesive design system to maintain UI consistency and enhance user experience across platforms.
- Acted as the user advocate, integrating customer feedback into the development lifecycle to inform design enhancements.
- Streamlined design processes, significantly enhancing the efficiency of the product development teams.

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

- **Key Achievement:** Reduced internal design iteration time by 22%, significantly speeding up the product development cycle.
- Led digital transformation projects, applying a lean product development approach that incorporated design thinking and agile methodologies.
- Facilitated workshops to align digital solutions with client needs, improving overall user satisfaction.
- Managed a team of designers, fostering a collaborative environment to enhance creative output and innovation.

UX Facilitator / Product Innovation Manager: Mastercard: *Singapore. June 2018-May 2019*
- **Key Achievement:** Generated $180K in revenue from design sprint workshops, advisory services, also opening new avenues for tech licensing.
- Guided product innovation through design thinking and agile development practices.
- Developed and standardized rapid innovation tools and methodologies, enhancing the efficiency of the innovation process.
- Led multidisciplinary teams to pioneer new product solutions, consistently aligning outcomes with strategic business goals.

Senior User Interface Architect: CXA Group: *Singapore. June 2016-June 2018*
- **Key Achievement:** Overhauled the entire product suite, increasing customer adoption by 12% and successfully expanding into the Hong Kong market.
- Act as a conduit between Business and Engineering to grow concepts through ideation via continuous stakeholders management.
- Collaborated closely with product and engineering teams to refine and evolve application interfaces.
- Championed the importance of user experience within the company, establishing foundational UX practices.
- Mentored junior designers, enhancing their skills in UX best practices and interaction design.

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.

Education
- Single-cycle Master Degree in Studies in Performing Arts, University of Studies of Bologna, Italy
- Industrial Chemical Technician Diploma, Industrial Technical Institute Guglielmo Marconi Forli', Italy

Languages
Fluent in Business English and Italian.

Additional Certifications
- 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**

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.