

Diego Pinna

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SUMMARY

Senior UX/UI designer with over eight years of experience in working for major financial institutions (HSBC, Santander, Deutsche Bank), global automotive brands (Maserati, Jaguar, Land Rover, Mercedes-Benz), as well as large organizations (NHS UK, Unilever, HCA, Apple, LSE) and multiple startups (Steeleye, Network Locum, et al.)

EDUCATION

New York University - Tandon School of Engineering, New York, NY

September 2018 – December 2019 (expected)

Masters of Science in Integrated Digital Media

Università degli Studi di Trieste, Trieste, Italy

October 2008 – September 2010

Masters Degree in International and Diplomatic Sciences (Political Diplomacy) - First Class Honors

Università degli Studi di Trieste, Trieste, Italy

October 2005 – September 2008

Bachelors Degree in International and Diplomatic Sciences

EXPERIENCE

UX Director – Golin

December 2017— September 2018, London, UK

Lead the development team to deliver the first iteration of Unilever CARA, a new internal management tool to streamline new product creation and manage packaging copy for all Unilever brands.

Senior UX/UI Designer – Stratagem

August 2017—December 2017, London, UK

Created a design system and design style guide for a new mobile-first and data-rich platform. The application uses machine learning and proprietary algorithms to predict the outcomes of sporting events.

Senior UX/UI Designer – SteelEye

April 2017—July 2017, London, UK

Designed the first MVP iteration for Steeleye, a FinTech seeded startup. Defined their design guidelines and work with the development team with Agile methodologies to deliver features and iteratively add improvements.

Senior UX Designer – Golin

March—April 2017, London, UK

Created and delivered an interactive prototype for Unilever (www.unilever.com). Designed a new internal product management tool to streamline the internal creative processes and communications between the marketing and creative departments.

Senior UX Designer – SapienNitro

January—February 2017, London, UK

Ran a redesign and transformation program for HCA Healthcare (hcahealthcare.com) as part of Sapien's UX team (sapiennitro.com). HCA is the world's largest private hospital organization and the largest provider of private healthcare in the UK.

Senior UX Designer – London School of Economics (LSE)

September—December 2016, London, UK

Worked with LSE (www.lse.ac.uk) to structure the redesign of LSE Careers, their public career website and webapp for LSE Students, Alumni, and Current Staff. Collaborated with internal stakeholders to define the project KPIs, map the content currently available online, and create a content strategy for the restructuring of their online communications.

Senior UX Designer – Network Locum

July—August 2016, London, UK

Designed new features for Network Locum (networklocum.com) to help clinics and freelance GPs work together based on their respective needs. Worked closely with UX researchers and visual designers, preparing deliverables to obtain user feedback with weekly iterations.

Senior UX Designer – Bay Tree

June 2016, London, UK

Supported Bay Tree (hellobaytree.com) in their collaboration with stealth startups. Developed design strategies and prototypes to support Bay Tree's investor and stakeholder presentations. Scoped and prototyped new products and drafted features roadmap by working closely with the clients' CEOs and product managers.

Senior UX Designer – Zone

May—June 2016, London, UK

Created a UX strategy for Zone's (www.zonedigital.com) client Girl Effect (girleffect.org) and designed a new responsive website. Analyzed their current needs, and proposed UX, IA, and copy recommendations to help their customers best position themselves for re-branding.

Senior UX Designer – RAPP

April 2016—May 2016, London, UK

Developed the Customer Experience renewals strategy for Mercedes Benz (www.mercedes.com). Led workshops with clients. Organized a new customer portal design strategy for Virgin (www.virginmedia.com). Created a new iOS app for Takeda Pharmaceutical (www.takeda.com) to help patients track their treatment experience.

Lead UX Designer – FirstREX

March 2016—April 2016, London, UK & San Francisco, USA

Defined the scope of First Rex's (1rex.com) corporate website redesign and re-branding. Helped their team structure a design strategy, executed User research of their audience. Outlined the Information Architecture, and tested different iterations with focus groups and card-sorting exercises. Delivered wireframes and new visual design guidelines.

Senior UX Architect – Spark44

February 2016—March 2016, London

Worked within the UX team at Spark44, producing the new Jaguar (www.jaguar.com) Formula E website to celebrate the return of Jaguar to the racing world. Delivered the design strategy of Invictus Games - USA 2016 edition sponsored by Land Rover (www.landrover.com).

Lead UX Designer – Kukun

December 2015—February 2016, London, UK & San Francisco, USA

Improved Kukun's web application, a tool that helps individuals find home renovation contractors and provides cost estimates, making it easier for homeowners and contractors to work together. Analyzed the current product performance and designed their new IA structure.

Senior UX Designer – Publicis Healthcare

December 2015, London, UK

Delivered a responsive and multi-language platform to advertise the launch of the new Dengvaxia vaccine.

Senior UX Designer – Hogarth

August 2015 – October 2015, London, UK

Delivered two of Hogarth’s most important projects: fully redesigned Santander’s (www.santander.co.uk) personal banking calculators to render them responsive, and designed an internal platform for Apple (www.apple.com), improving the UX in specific internals-only security resources.

Senior UX Designer – Analogfolk

May 2015 – July 2015, London, UK

Helped Analogfolk deliver the best UX practice possible in two different projects: a web re-design project for Lucozade’s (lucozade.com) new marketing campaign, delivered successfully against a tight schedule, and a UX concepts and redesign for HSBC USA (www.us.hsbc.com), which allowed users to open a new account and request new services on the bank’s website.

UX Designer – H-ART

February 2015 – May 2015, London, UK

Worked as the UX evangelist for the H-ART team, and presented best practices and innovative solutions for different on-going projects and pitches. For examples, worked for Maserati Italian car manufacturer (www.maserati.com), re-designing their global website and creating the framework for 61 national websites in preparation for a new car model launch; analyzed and redesigned Maxus Global’s website (maxusglobal.com), part of the WPP group.

Interaction Designer – RMA Consulting

May 2014 – February 2015, London, UK

Worked on a variety of Interaction design and UX projects within RMA Consulting (www.rma-consulting.com): designed the iOS application, “NHS Kids Sleep Disorders Analysis” (<http://kidssleepdr.com/>); re-designed various features for HSBC’s Online Business Banking “HSBCnet” (www.hsbcnet.com) web application, supporting multiple countries and localizations; and delivered the first HSBCnet Business Banking mobile application.

Interaction Designer – Workshare

November 2012 – May 2014, London, UK

Worked with three Agile teams, and managed the suite of Workshare desktop applications (£20M/year revenues). Successfully redesigned their iOS app (iPhone/iPad) that registered an increased user engagement from 3% to 42%. Designed and wrote new software features (described by using acceptance criteria).

Business Analyst – IdeaPlane

February 2011 – November 2012, London, UK

Worked as the Product Owner with the Agile developers’ team. Managed the building and managing of an Enterprise Social Network web application, initially developed for Deutsche Bank, and later sold as a SASS.

SKILLS

Rapid Prototyping (Axure, UxPin, Invision)
Wireframing (Omnigraffle, Photoshop, Sketch)
HTML, JS, CSS (Bootstrap, Foundation)
User interview validation

A/B testing and incremental optimization
Experience with Agile (Scrum, Kanban)
Managing Remote & Offshore and Junior Resources

LANGUAGES

Italian (native), French (fluent), Spanish (intermediate)