GIUSEPPE LATERZA

Lead Product Designer (UX/UI)

✉ g.laterza.ux@gmail.com | in Linkedin

📞 +44 7724320100 | 🌐 glaterza.com

SUMMARY

A strategic and technical Design Leader with a robust background in **entrepreneurship**, **AI**, **3D graphic**, **video** and **digital storytelling**.

Through the design thinking process, I proactively transform concepts into high-quality, delightful experiences that have a measurable impact on user engagement and usability. Drawing from a foundation in **Media Engineering** and vast experience in the creative industry, I consistently deliver on complex projects, fostering cross-functional team collaboration to achieve both customer and business goals.

EDUCATION

UX DESIGN

LONDON, UK | Jan-Jul 2020

Bootcamp, Flatiron school

COMPOSITING FOR VFX

LONDON, UK | Oct 2015 - Oct 2016

Master (MA), Bradford University

CINEMA/MEDIA ENGINEERING

TURIN, IT | Oct 2012 - Sept 2015

Bachelor , Polytechnic of Turin

SKILLS

Software	Design
Figma	Design systems
Axure	Usability testing
Framer	Design thinking
Adobe Suite	Wireframing
Protopie	Prototyping
Miro	Content design
Invision	User research
Webflow	Workshops

Programming	Others
C	Photography
Java	Visual Effects
Python	Music production
HTML/CSS/JS	Videography
Langchain	Editing
OpenAI	

PERSONAL PROJECTS

March 2023 - Present

PARROVIEW | LONDON, UK

Co-founder & CEO

Strategically ideated, designed, coded and launched an AI platform that autonomously conducts thousands of qualitative user interviews, providing data-drive insights, at scale. The metrics captured and the rich conversations allow researchers to unravel the 'why' behind customers' answers.

EXPERIENCE

Jan 2023 — Present

PUBLICIS SAPIENT | LONDON, UK

Lead Product Designer

Lloyds: Led cross-functional teams and delivered a strategic proposition for the Loyalty Cards and Spending Rewards products, aimed at rewarding customers for their loyalty.

NatWest: Currently developing a first-to-market retail product to empower customers to experience both wealth and well-being.

Unilever: Collaborated on a pitch for Unilever, leveraging new technologies to bring a novel marketing initiative to the metaverse.

Jan 2022 — Jan 2023

0xA | LONDON, UK

Senior Product Designer

• Designed and developed end-to-end:

SXSW: Data-driven Web3 platform in partnership with FOX, used by 50k+ crypto enthusiasts at SXSW 2022 in Austin.

USFL: First of its kind marketplace to allow millions of American football fans to interact with teams and players and experience the sport in new innovative ways.

DeFi: Dashboard to allow inbound funds dispersions across multiple crypto wallets for smart contract projects.

• Developed platform merging physical and digital art; buy a Picasso NFT and receive the actual art. Collection worth £5mil.

Sept 2020 — Jan 2022

FOUNDRY | LONDON, UK

Product Designer

• Task-force solo designer assigned to the research team to initiate the development of a real-time rendering plug-in, in partnership with Unreal Engine.

• Successfully delivered multiple core features for the flagship product (Nuke) for release 13.1, empowering artists with powerful tools to create stunning images.

Jun 2020 — Jul 2020

MOBILIZED CONSTRUCTION | LONDON, UK

Product Designer

• Leveraging data-driven research and interviews, re-designed a machine-learning product that uses AI to allow road inspectors to monitor road conditions across the UK and plan repairs more efficiently and aligned with their needs.

Sep 2016 — Oct 2019

DISNEY (ILM) | LONDON, UK

From Graduate to Senior Digital Artist

• Seamlessly integrated live-action video footage with computer graphic elements within the 3D pipeline to craft the final results projected at the cinemas.
Credited on Star Wars, The Mandalorian and Jurassic World with a team of over 100 artists.