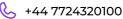
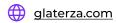
#### **GIUSEPPE LATERZA**

Lead Product Designer (UX/UI)

# 🔀 g.laterza.ux@gmail.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
С	Photography
Java	Visual Effects
Python	Music production
HTML/CSS/JS	Videography
Langchain	Editing
OpenAl	

#### **PERSONAL PROJECTS**

March 2023 - Present

# PARROVIEW | LONDON, UK

#### Co-founder & CEO

Strategically ideated, designed, coded and launched an Al 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 Al 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.