

# CHRISTIAN MURANO

Product Designer | Product Strategy | Marketing Strategy | Business Operations

Milan, Italy

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## PROFESSIONAL SUMMARY

Product Designer with nearly 3 years of experience across enterprise software, product strategy, marketing initiatives, and business operations. Currently supporting product positioning and growth-oriented initiatives within the industrial automation sector, while owning the company Experience Center from May 2026. Designed a mission-critical operational interface that contributed to an estimated 30% productivity improvement. Strong ability to structure complex problems, align cross-functional teams, and translate technical products into clear business value.

## PROFESSIONAL EXPERIENCE

### EXPERIENCE CENTER OWNER

Dymation – CGT Logistica Sistemi S.p.A.

May 2026 – Present

- Own the strategic and operational development of the company Experience Center, turning it into a business-facing asset for customer engagement, product storytelling, and commercial enablement.
- Coordinate customer visits, executive presentations, product demonstrations, and technology showcases across multiple internal teams and external partners.
- Collaborate with sales, marketing, product, and engineering stakeholders to design tailored customer experiences based on business needs, audience seniority, and strategic priorities.
- Translate complex automation technologies into clear value propositions that support sales conversations and product positioning.
- Identify operational gaps, define improvement priorities, and coordinate follow-up actions to increase the quality, reliability, and business relevance of the Experience Center.

### PRODUCT DESIGNER & MARKETING STRATEGIST

Dymation – CGT Logistica Sistemi S.p.A.

Jun 2025 – Present

- Define product positioning and communication frameworks for industrial automation, intralogistics, and enterprise software solutions.
- Support growth and marketing initiatives through content strategy, customer case studies, product narratives, and digital communication assets.
- Translate complex technical systems into clear, customer-focused messages that connect product capabilities with measurable business value.
- Collaborate with product, engineering, sales, and marketing teams to align business objectives, customer needs, and go-to-market priorities.
- Monitor market trends, competitor activity, and emerging technologies to support strategic decisions and improve product communication.
- Structure and scale design system practices across product and marketing touchpoints, improving consistency and execution speed.
- Develop customer journeys, presentation materials, and digital assets supporting product visibility, lead generation, and commercial engagement.

### PRODUCT DESIGNER

Dymation – CGT Logistica Sistemi S.p.A.

Oct 2023 – May 2025

- Led end-to-end product design for HMIs, dashboards, and fleet management systems used in industrial

and logistics environments.

- Redesigned a core operational interface that contributed to an estimated 30% productivity improvement.
- Conducted user interviews, workflow analysis, contextual observations, usability testing, and iterative product validation.
- Mapped complex operational processes and translated them into clear user flows, interface structures, and scalable interaction patterns.
- Built reusable UI components and design standards that improved product consistency and supported faster development cycles.
- Collaborated with developers, product stakeholders, and business teams to align user experience, technical feasibility, and operational KPIs.
- Supported continuous product improvement through research insights, data analysis, and direct feedback from industrial operators.

## EDUCATION

BSc in Industrial Product Design  
Politecnico di Milano  
2020 – 2023

Additional Academic Background – Computer Engineering Coursework

Politecnico di Milano

Relevant Coursework: Software Engineering, Human-Computer Interaction, Data Structures, Algorithms, Databases

## CERTIFICATIONS

Project Management - Learnn 2026  
Product Management - Learnn 2026

## CORE COMPETENCIES

- **Product & Strategy:**  
Product Strategy, Product Positioning, Product Discovery, Customer Experience, Business Analysis, User Research, Data-Driven Design
- **Marketing & Growth:**  
Marketing Strategy, Product Marketing, Content Strategy, Market Research, Competitive Analysis, Business Storytelling, Lead Generation Support
- **Business & Operations:**  
Business Operations, Stakeholder Management, Cross-Functional Collaboration, Strategic Planning, Project Coordination, Process Optimization, Continuous Improvement
- **Design:**  
UX Design, Interaction Design, Information Architecture, Design Systems, Prototyping, Usability Testing, Enterprise UX, Industrial UX

## TOOLS

Figma, Framer, Adobe Creative Cloud, Google Analytics 4, Jira, Confluence, Notion, Miro, FigJam, Linear, ZeroHeight

## LANGUAGES

Italian (Native), English (Fluent, Professional), Spanish (Basic), German (Basic)