

# Manuel Rocco

## Lead Product Designer

Designer who ships. 50% conversion lift at DataCamp. Built UX practice from zero at SEI Novus. Co-founding invoo.es: from market gap to production code—product strategy, design, front-end. 15 years making complex products simpler.

### WORK EXPERIENCE

#### Lead Product Designer

Oct 2024 – Present

DataCamp | Spain (Remote)

Leading mobile product design for a B2C edtech platform with 14M+ learners. Acting as Product Manager on key conversion initiatives.

- Redesigned paywall flow, **lifting subscription conversions 50%** (4.9% → 7.4%) by eliminating a screen where 65% of users bounced
- Restructured mobile home around user actions (learn/practice/review), **increasing course engagement 7%** and reducing bounce rate 10%
- Shipped both initiatives in under 4 weeks total, validated through A/B testing with 95% statistical confidence

#### Co-founder & Product Designer

2024 – Present

invoo.es | Spain

Co-founded invoicing tool for Spanish freelancers facing mandatory digital invoicing. Owned product design and front-end development.

- Identified market gap through community research; built waitlist of **80 signups with zero ad spend**
- Reduced invoice creation from 10 minutes to **30 seconds**, saving users 15+ hours/year
- Designed and coded front-end in React/Next.js; pivoted to Angular for regulatory compliance

#### Lead Product Designer

Dec 2022 – Mar 2024

SEI Novus | Zurich, Switzerland

Led UX transformation at B2B fintech, shifting company from feature-oriented to outcome-oriented product development.

- Elevated UX maturity from absent to structured** in 15 months; leadership now incorporates UX into strategic decisions
- Conducted **25+ user interviews and 15+ usability tests**, translating insights into 5 shipped product improvements
- Guided team of 12 analysts to adopt user-centric practices; created company's first Product UX map
- Facilitated vision/mission workshops, design sprints, and retrospectives that aligned product roadmap with user needs

#### Head of Interaction Design

Jan 2022 – Nov 2022

Credit Suisse | Zurich, Switzerland

Led team of 3 UX designers (1 senior, 2 junior) for mobile banking app. Role ended due to department restructuring.

- Redesigned pension enrollment, **simplifying 12-step process to 4 steps** to increase adoption among younger employees
- Established improved UX design process and strategy adopted across Client Experience team

### CONTACT

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### SKILLS

#### Product

- Conversion optimization
- A/B testing & experimentation
- Data-informed design
- Product strategy

#### Leadership

- UX maturity transformation
- Team mentorship
- Stakeholder alignment

#### Research

- User interviews (100+)
- Usability testing
- Funnel analysis

#### Technical

- Claude Code
- Heap / Amplitude
- Figma

### EDUCATION

#### Aldini Valeriani

Diploma of Graphic Arts  
Bologna, Italy

### CERTIFICATIONS

- Product-Led Growth B2B SaaS (Reforge, 2023)
- Growth Series (Reforge, 2023)
- UX Strategies (Nielsen Norman Group, 2021)

### LANGUAGES

- Italian (Native)
- English (Professional)
- Spanish (Professional)
- German (Basic)

- Mentored junior designer who was later promoted; coached senior designer on new visual language for app refresh