



Mattia Filippo De Luca

Product Manager | Product Owner

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I am **Mattia**, a visionary **Product Management** expert and a master in the art of **Product Ownership**. I stand out for my talent in bringing complex projects to life, navigating through challenges with curiosity and determination, all with the goal of **continuously improving my skills** in this fascinating field. I create product symphonies that **enchant users** while staying up-to-date on the latest trends and technologies. Experience has made me a tireless traveler in the vast universe of product management, I believe in my power to shape successful stars in the product firmament and contribute to the realization of the **organization's goals**.

Work Experience

Product Owner

January 2023 - May 2023

ActiveProspect

As **Product Owner** at ActiveProspect, I led the evolution of the *LeadsBridge* product, coordinating customer requirements, quality and delivery time. I worked closely with the *Development and UX/UI* teams, modeling *User Stories*, managing feature requests, and providing continuous feedback to improve the product. I acted as the main point of contact for *stakeholders*, managing communication and ensuring that the product met the needs of customers and partners.

Partners: Facebook, Google, LinkedIn, TikTok

Product Owner

January 2021 - December 2022

LeadsBridge

In my role as **Product Owner** at *LeadsBridge*, I translated visions into concrete strategies, driving the product to new horizons. I coordinated product development with *business goals*, embracing the *Agile* philosophy and integrating the *Scrum* framework. I managed the full product lifecycle, from ideation to launch, and kept the team focused on *value creation*, product adoption, customer retention, and reducing churn.

Partners: Facebook, Google, LinkedIn, TikTok

Design and Development

January 2019 - January 2021

FLOWING

As a **Design and Development** professional at *FLOWING*, I operated as an architect of ideas, *shaping the backlog* according to business objectives and creating *user stories* to guide product development. I worked to remove obstacles, fostering an environment conducive to team productivity and building *positive relationships* with the product owner and external team members.

Day by Day: JavaScript, AngularJS, SASS, Sketch, Trello, Github

Ux/UI Designer

October 2016 - January 2019

e-xtrategy

In my role as **UX and UI Designer** at *e-xtrategy*, I developed *simple, attractive and engaging* designs, incorporating insights gained through research with users and organizing content through information architecture.

I worked closely with developers, providing them with the tools and guidelines to elevate their work. Using *JavaScript, HTML and CSS*, I engaged directly in development code, ensuring that designs adhered to project requirements and aligned with *business goals* and *user needs*.

Day by Day: JavaScript, AngularJS, SASS, Sketch, Trello, Github

Web Designer

March 2012 - January 2019

Selfrules

In my role as Founder and CEO of Selfrules, I have had the opportunity to wear multiple hats. As **Web Project Manager, Frontend Developer and UX Designer**, I have shaped web design and development, honing my technical skills with tools such as HTML5, CSS3, Javascript, AngularJs, Node.js and Material.

As a *leader*, I played a key role in *project management*, coming up with innovative ideas, balancing projects, and providing top-notch customer support. This experience was not just a job, but a *journey of growth* and discovery, navigating the vast ocean of digital and guiding my clients and collaborators to new horizons of success.

Day by Day: HTML5, CSS3, JavaScript, Wordpress, Photoshop, Illustrator

Products Driven

LeadsBridge

January 2021 - May 2023

LeadsBridge is a marketing automation platform that facilitates the process of synchronizing leads between an advertising platform and a CRM, improving lead management and optimizing marketing campaigns.

Team: 11 persone

Role: Product Owner

Company: ActiveProspect

Market: Lead Generation, Consent Based Marketing

Day by Day: Jira, Confluence, Slack

ClientsPiù

October 2016 - January 2021

ClientsPiù is advanced management software designed to facilitate the management and organization of professional firms, offering tools for billing, client management, scheduling and work optimization.

Team: 6 persone

Role: Ux/UI Designer, Front-end Developer, Project Manager

Company: Giuffrè Francis Lefebvre

Market: Legale, Gestionale Studi Legali

Day by Day: SASS, Sketch, AngularJS, Github

Education

Computer Science Expert

October 2002 - June 2008

Primo Levi High School

Diploma in Computer Science, Information Technology

Master in Web Development

January 2016 - July 2016

Artoo Campus

Master in Web & Mobile Development, Web & Mobile App Development

Certified Scrum Product Owner

April 2019 - now

Scrum Alliance, Inc.

Certified ScrumMaster

May 2020 - now

Scrum Alliance, Inc.
