

ANDREA GULINO

PRODUCT MANAGER & CRO EXPERT

Summary

Product Manager and CRO expert with a strong background in Information Technology, passionate about science, analytics, and UX.

Fostering experimentation and data-driven methodologies to optimize e-commerce conversions and deliver a best-in-class customer experience.

Professional Experience

GUCCI

2024 - present
Milano

Product Manager & CRO Expert

- Creating and leading the CRO stream, defining strategy, pillars, KPIs, and experimentation roadmap.
- Managing and prioritizing the experimentation backlog, executing A/B tests to drive conversion and revenue growth.
- Advocating for data-driven decision-making and reinforcing a user-centric culture within teams.
- Collaborating with Analytics, UX, and Development teams, along with a variety of key stakeholders, to align on experimentation goals and outcomes.

2021 - 2024

Digital Product Developer

- Collaborated within an Agile cross-functional team to design and implement a modern e-commerce platform, leveraging cutting-edge technologies for both backend and frontend development.
- Enhanced the e-commerce checkout by integrating new payment methods and optimizing downstream systems integrations.
- Learned and applied UX best practices through close collaboration with UX designers to improve the overall checkout experience.
- Advocated for error observability and production monitoring, introducing advanced tools, best practices, and rituals to proactively identify and resolve issues impacting customer experience and business performance.
- Cultivated a holistic approach to product analytics by integrating technical, business, and user experience KPIs to drive informed decision-making.

Education

Politecnico di
Milano

2017 - 2021

PhD cum laude in Computer Science

- Researcher & Teaching Assistant
- Conducted multidisciplinary research focused on optimizing big data systems and developing user interfaces.
- Managed research roadmaps and collaborating with diverse teams on projects spanning genetics, virology, and finance.
- Published articles in top-tier journals and presented findings at international conferences - collaborations with Oxford University & Banca D'Italia.

2014 - 2017

Master's Degree in Computer Science & Engineering

110 cum laude

Bachelor's Degree in Computer Science & Engineering

Tongji University
Shanghai

2012-2013

China-Italy Double Degree Exchange Program

CONTACTS

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[andreagulino](#)

SKILLS

CONVERSION RATE OPTIMIZATION

PRODUCT MANAGEMENT UX

ECOMMERCE EXPERIMENTATION

A/B TESTING ANALYTICS

STAKEHOLDER ENGAGEMENT

AGILE WEB DEVELOPMENT

AWS ARCHITECTURE DESIGN

TOOLS

JIRA GOOGLE ANALYTICS

OPTIMIZELY CONTENTSQUARE

PUBLICATIONS

14 publications, 7 as a first author.

NATIONALITY

ITALIAN

LANGUAGES

ENGLISH ITALIAN (NATIVE)