Maria Cerase

Product Design Lead

Mail
maria.cerase@gmail.com

Website
www.mariacerase.com

Github
github.com/ciacicode

Area
London, UK

SKILLS

Product ▬▬▬▬▬▬▬▬

People ▬▬▬▬▬▭▭

Metrics ▬▬▬▬▬▬▬

Design ▬▬▬▬▬▭▭

UX ▬▬▬▬▬▭▭

LANGUAGES

English ▬▬▬▬▬▬▬

Italian ▬▬▬▬▬▬▬

HOBBIES

Python scripting, cooking, playing tennis, reading, stock market trading.

ABOUT ME

Over 10 years experience, leading product design strategy for B2B and B2C products, across a diverse range of companies and platforms. I help teams deliver strong business results and craft great user experiences.

EXPERIENCE

Product Lead

MiQ, London, UK — 2016 - Present

Slashing development time by 50%, by growing Fiber Design System. Leading internal and external analytics product strategy with vision, passion and clear OKRs. Mentoring and coaching designers and product managers at all levels, to keep the user always at the center.

Project and Product Manager

Privax, London, UK — 2013 - 2015

Grown the product development team from 4 to 12 strong in the span of 2 years, all while introducing Agile methdologies.
Played a major role in the £40M valuation of Privax in 2015, by growing international traffic by 20%, reducing user attrition by 25%, launching and managing Android, iOs, Windows and MacOS apps.

Product Support Manager, Web Search

Google, Dublin, Ireland — 2010 - 2013

Cut 59% of privacy related questions, by designing, testing and launching a global, cross product troubleshooter.
Led a geographically distributed team of 8+ product specialists to run regular and adhoc user interviews and user issue reports.

EDUCATION

Professional Diploma in UX Design

UX Design Institute, Glasgow Caledonian University — 2020 - 2021

Focused on research for the design of a mobile application.

MA in Management of Innovation

Luiss University, Rome, Italy — 2006 - 2008

Thesis in Design Management "Digital Design Management", a comparative study of management techniques for the creative industry.
Final Grade: 110/110 cum laude - GPA: 4.00