



Maria Cerase

Product Design Lead

Mail

maria.cerase@gmail.com

Website

www.mariacerase.com

Github

github.com/ciacicod

Area

London, UK

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%, with Fiber, a proprietary Design System.

Clearing product strategy ambiguity, by being a success metric champion.

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 methodologies.

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 cross platform 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 9 product specialists to run regular and adhoc user interviews and user issue reports.

EDUCATION

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

SKILLS

Product

People

Metrics

Design

UX

LANGUAGES

English

Italian

HOBBIES

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