

# Maria Cerase

## Product Design Leader

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.



Email  
maria.cerase@gmail.com



Portfolio  
<https://www.mariacerase.com>



Address  
London, UK

### Socials



Dribbble  
@ciacicode



LinkedIn  
[in/mariacerase](https://www.linkedin.com/in/mariacerase)

### Languages



Italian  
Native



English  
Fluent



French  
Advanced

## Experience

### MiQ Product Design Lead MiQ

2016 - Present

London, UK

Slashing development time by 50%, by growing our own Design System. Leading internal and external analytics product strategy with vision, passion and clear OKRs. Mentoring and coaching 6+ designers and product managers at all levels, to keep the user always at the center.

Product Manager > Product Lead > Product Design Lead

### privax Project & Product Manager Privax

2013 - 2015

London, UK

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 Android, iOS, Windows and MacOS apps.



### Product Support Manager - Web Search Google

2010 - 2013

Dublin, Ireland

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.

Online Media Associate > Product Support Manager

## Skills

Strategy

Coaching

Design System

Wireframing

Prototyping

## Education



Federico II University

Bachelore in Business  
Economics  
2006



LUISS University

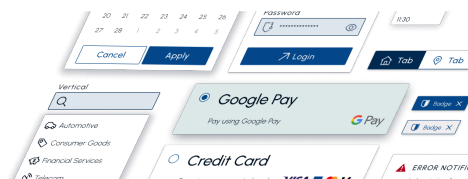
MA in Management of  
Innovation  
2008



UX Design Institute

Professional Diploma in UX  
Design  
2021

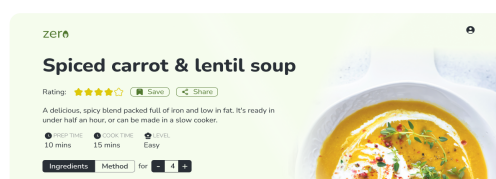
## Latest personal projects



### Minimalist UI Kit

Figma UI Kit and Design System built for minimal applications

<https://figma.com>



### Recipe Concept Page

Quirky and playful recipe concept page, designed for tablet.

<https://dribbble.com/ciacicode>