

# FILIPPO FERRI

PRODUCT MANAGER

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## SUMMARY

11+ years of experience creating or improving outstanding 120+ digital products, achieving success for customers, facilitating strategy, and execution.

Led cross-functional team of 20 people to assess project outcomes and prioritize future features.

## EXPERTISE

### SOFT SKILLS

- Facilitation
- Soft Influence
- Critical Observation
- Empathy
- Customer advocacy
- Prioritisation

### HARD SKILLS

- Data-driven
- Business sense
- Product Design
- Measuring Effectiveness
- Problem analysis
- Product Marketing

## CERTIFICATES

**Product Manager and Leadership**  
Product School

**Information Visualization**  
The Interaction Design Foundation

**User Research**  
The Interaction Design Foundation

**Fundamentals of Digital Marketing**  
Google - Digital Garage

## EDUCATION

**Interaction Design Specialization**  
UC San Diego

**Master's degree, Sociology of Media and Communication**  
Università degli Studi di Urbino  
1998-2003

## EXPERIENCE

### Product Manager, Consultant | Remote

2014 – PRESENT

- Partnered with international clients, and guided stakeholders across engineering, design, marketing, and beyond to build impactful products.
- Conducted customer research to improve products aligned with the client vision, product purpose, and user evaluations and needs.
- Facilitated decision-making to ensure on-time and accurate delivery of product features that drive impact on business growth.

### Head of Product Design, Wavecode | Italy

2018 – 2020

- Developed the product lifecycle from research to an impactful launch through guidance, strategy, and support alongside go-to-market teams.
- Executed in-depth user research to define success metrics that help to improve products and optimize customer experience and needs.
- Managed user engagement analytics strategy, providing the first insight into how users interact with B2B and B2C platforms across devices.

### Senior Product Designer, Eden Viaggi | Italy

2016 – 2018

- Defined data collection processes by segmenting potential users to discover pain points on the travel market-leading B2B and B2C products.
- Revamped platforms flows, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to pages.
- Led and executed full redesign efforts of the B2B platform that drove significant Net Promoter Score (+30 points).

### Product Designer, London Capital Group | England and Israel

2014 – 2016

- Spearheaded complete redesign of the inbound process which resulted in an 8% increase in conversion and an uplift in average customer value.
- Collaborated with product and marketing teams to redesign the platform onboarding process, improving acquisition and user experience by 40%.
- Developed 20+ financial landing pages generating 5k+ unique users per month; weekly newsletter had 15k+ subscribers.

### Executive Director, Soloweb | Curacao

2005 – 2014

- Launched Curacao's department, recruited and managed a new team of 10 outsources. Grew revenue by 150% in the first nine months.
- Directed international stakeholders in Netherlands, UK and Israel by hosting daily meetings and coordinating weekly status reports.
- Specified and prioritized market and product requirements, feature sets, and critical positioning and messaging elements.