

Giorgio Messina

References available
upon request

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I have experience working across diverse organizational environments, including startups, large corporations, and small businesses, primarily in a consulting capacity. This has exposed me to a wide range of industries, contexts, and complex challenges.

Skills

I am enthusiastic, **curious**, **proactive**. I also am an energetic and committed **team player**. Able to rapidly switch between strategic and tactical, to match long term goals and quick wins. Ready to shape strategy blending Design Thinking, **User-Centric Design methodologies**; Agile and Lean Frameworks according to the goal.

Work Experience

Digital Product Designer | Telereading (IT) from 3/25 to NOW

- Served as **Product Designer** across the full product lifecycle—from **research to product strategy**—for a B2B tool used by public administrations and military forces.
- Drove **service design evangelization** across multiple stakeholder groups to promote user-centered practices.
- Influenced the product roadmap by **translating research insights into strategic priorities and actionable initiatives**.
- **Managed backlog items** and their assignment to ensure efficient delivery and alignment with product goals.

UX Researcher & Designer | Siemens (CH) from 4/22 to 12/24

- **End-to-End Design & Feasibility:** Covered the **entire user experience design lifecycle** for Siemens' smart building platforms (Energy & Fire Safety), designing and testing complex dashboards and features while collaborating closely with developers to ensure technical feasibility and multiple stakeholder to align with business priorities.
- **User Research Initiatives:** Transitioned to the internal research team to drive user research strategy, **autonomously planning and executing projects** across 3 continents and multiple business divisions.
- **Cross-Cultural Initiatives:** Collaborated with stakeholders from over six countries and conducted in-depth user interviews to translate insights into actionable product improvements and design initiatives.

Digital Product & UX Designer | VMLY&R (IT) from 9/20 to 4/22

- Responsible for **creating and maintaining e-commerce**s and promotional platforms.
- Proactively proposed collateral initiatives and fine tuned/reported on **platform analytics**, to internal and client's stakeholders

Main clients: Lavazza, Somatoline Cosmetics, Bolton Group, GSK US, Whirlpool.

UX & Innovation Designer | Connexia (IT) from 9/19 to 9/20

- Covered the entire UX process, with a focus on **co-design activities and workshops**.
- Designed and tested information architectures and cross-channel customer-service user flows and blueprints
- Proposed business-design, process, and multi-brand-synergy platform initiatives as an Innovation Designer.

Main clients: Fastweb, Banca5, SisalPay.

UX Researcher & Designer | Engineering (IT) from 9/17 to 6/18

- Covered the entire UX process, focusing on co-design and brief-collection workshops.
- Designed and tested **information architectures and cross-channel service blueprints**.
- Proposed business-design, process, and **multi-brand-synergy platform** initiatives as an Innovation Designer.

Main clients: Fastweb, Banca5, SisalPay.

Product & Graphic Designer | Cubbit (IT) from 3/16 to 7/17

- Supported in graphic design projects, creating decks, booklets, and visual merchandising materials.
- Participated in team training sessions and design contests to enhance skills.