

Giuseppe Ripa

I have **15+ years of experience** in designing digital products and defining customer experience strategies and processes. I have led **multidisciplinary teams of over 20 people**, contributing to the evolution of products and services in complex, data-driven environments. I bring an **end-to-end vision of the product lifecycle**, from research to go-to-market, and promote an **evidence-based approach** grounded in real user insights, behavioral data, and continuous validation.

I believe that helping people grow is the most powerful lever for creating lasting value.

I practice a **leadership style that is both authoritative and horizontal**, grounded in trust, respect, and mutual feedback.

I focus on soft skills and real potential, often redefining roles and responsibilities based on context and individual strengths.

I lead with empathy and pragmatism, fostering environments where skills intersect and **collaboration goes beyond functional boundaries**.

CONTACTS

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EDUCATION

Bachelor's Degree Communication Design

Politecnico di Milano

Specialization in digital experience design, visual semiotics and interactive storytelling. Strong focus on the intersection between design, behavior and technology.

Mechanical Engineering

Politecnico di Milano

42.5/102.5 ECTS

Provided a solid analytical and systemic foundation, now instrumental in collaborating with IT stakeholders, managing complex architectures, and integrating design with technology.

I authorize the processing of personal data contained in my curriculum vitae in accordance with Article 13 of GDPR 679/16.

MAIN WORK EXPERIENCE

Director - Product, Service & CX Design

Cerved Group SpA

October 2024 - present

I lead a team of over 20 professionals across Service Design, Interaction Design, User Research, and Martech, with the goal of designing high-impact digital products and services.

I coordinate cross-functional teams in developing omnichannel strategies driven by insights and data, shaping services, interfaces, and digital-phygital interactions.

I collaborate with Product, Marketing, Tech, and Sales to build consistent user experiences across all levels: content, interfaces, processes, and automation.

Head of Product Design – Group Offering

Cerved Group SpA

June 2019 - September 2024

I lead a team of 15 designers focused on delivering high-impact digital solutions for both internal products and external clients.

We support Group companies in defining and evolving product and process strategies, combining agile methods with Design Thinking.

Among key projects: the launch of Crédit Agricole's Italian Digital Factory, where we supported the client in redefining their organizational setup and designing a new business loan origination process.

Manager – UX & Service Design Team Setup

Cerved Group SpA

May 2016 - June 2019

I was tasked with building the Group's Service Design & UX unit from the ground up, following early success on key strategic projects.

I defined the operating model, identified the required capabilities, recruited and trained the team, and established a shared culture based on method, ownership, and systems thinking.

The team provided cross-functional design support to business units, helping introduce structured practices in user research, service blueprinting, validation, and co-design.

UX Design Lead

Cerved Group SpA

July 2014 - April 2016

Hired to introduce a user-centered approach to product development, I led the adoption of Design Thinking by supporting stakeholders and teams in defining vision, specifications, and processes.

I directly managed user research, workshops, and detailed design activities, and selected new design partners.

In this role, I relaunched Credit Direct (+12% YTD in 3 months) through a new engagement and positioning strategy, and conceived the initial concept for Cerved Credit Suite, now the company's flagship offering for the corporate market.

UX Design Lead & Project Manager

gruppo Zenit

October 2012 - July 2014

I led UX projects for clients such as Il Sole 24 Ore, Benetton, Carla G, Novi Elah Dufour, and Gruppo Coesia, within a company specialized in ERP/CRM systems and custom web solutions.

In a lean environment, I handled both design and frontend development (HTML/CSS/JS – jQuery, Bootstrap), trained offshore developers, and coordinated a team of three designers in Italy.

I progressively expanded my focus to IT architecture, contributing to the design of complex solutions and proprietary products.

UX Design Consultant

gruppo Zenit c/o Il Sole 24 Ore

October 2008 - November 2013

During my full-time collaboration, I worked closely with the Digital Art Director to draft Interaction Design requirements. Due to the results achieved in a short period, I was entrusted with coordinating the development of online services and mobile applications within a team of UX/UI designers and front-end developers.

I started as the sole consultant from my company and gradually seized opportunities to bring in new resources with various profiles, thereby developing business for Gruppo Zenit.

Communication & Marketing (family owned biz)

Italcomfort Srl

September 2003 - July 2008

I supported my father in managing our family business, taking full responsibility for all communication and commercial support activities. I designed and updated product catalogs and price lists, organized our presence at trade fairs — overseeing both logistics and booth communication — and handled the end-to-end production of promotional materials, from concept and graphic design to print execution, including the selection of materials and finishes at the print shop.

I was also occasionally involved in direct sales. This experience shaped my hands-on mindset, strengthened my customer-oriented approach, and instilled in me a strong sense of accountability.