

# Product & Experience Portfolio

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I design experiences that create value for users, drive business returns, and enable organizational impact.

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# About Me

I was born into a family of entrepreneurs, with a computer always on my desk: in 1996, at age 15, I published my first website to help promote my father's business. Since then, I've never stopped exploring and building in the digital world.

In nearly 30 years, I've led deep digital transformation projects, but above all, **I've built teams and environments capable of generating value** well beyond initial expectations.

My focus has never been solely on design or strategy, but rather on **understanding context, identifying critical gaps, and creating the conditions for people**, processes, and results to thrive.

**Many of the successes in this portfolio** aren't just the result of individual effort, but the **outcome of teams I've built**, trained, and supported over time.

My professional journey spans three key areas:

- **Building digital products**

From ideation to go-to-market, I've led the development of complete solutions, designing not only the user experience but also delivery, configuration, and sales processes. I've worked across finance, insurance, and energy sectors, with a focus on effectiveness and economic sustainability.

- **Process efficiency and scalability**

I've designed systems and processes to make delivery more streamlined and coherent — including design systems, marketing automation architectures, and customer analytics datalakes. The goal: to shorten timelines, enable reuse, and improve quality throughout the chain.

- **Advisory projects with high-impact clients**

I've supported organizations such as Crédit Agricole, Edison, Cattolica Assicurazioni, and Unipol in projects focused on innovation, change management, and process optimization — often introducing new methods and aligning diverse teams to build simpler, more effective, and replicable services.

This portfolio showcases a selection of representative projects from recent years.

## 01 Powerbiz

A platform that empowers micro and small businesses to manage, analyze, and grow.

**PAG. 3-4**

**Strategy:** Product strategy · Go-to-market strategy · PLG · MVP/MMP · **UX & Design:** UX design · Digital onboarding · Continuous feedback · **Technology & Delivery:** B2B SaaS · Agile delivery · CRM integration · **Data & Marketing:** KPI definition · Lead management · Marketing automation · Conversion funnel optimization

## 02 Cerved Credit Suite

Integrated platform for credit risk management and product offer rationalization

**PAG. 5-6**

**Strategy:** Product concept development · Offer rationalization · Product vision · Governance setup - **UX & Design:** Information architecture · UX strategy · Service blueprint · Fast prototyping - **Process & Business:** Workflow integration · Recovery management · Hybrid pricing model (subscription + pay-per-use) - **Leadership & Delivery:** Team coordination · Workshop facilitation · Co-design

## 03 Digital Factory

Crédit Agricole Italia's internal incubator for driving agile innovation and redesigning credit process workflows.

**PAG. 7**

**Strategy & Change:** Innovation enablement · Digital transformation · Internal capability building · Change management - **Methodologies:** Agile coaching · Design thinking · Service blueprint · Co-design workshop - **Process & Operations:** Process mapping · Operational efficiency · Cost-to-serve reduction · Time-to-cash optimization - **Impact:** Replicability design · Cultural transformation · Pilot-to-scale execution

## 04 Finbox

White-label platform for automatically assessing credit sustainability

**PAG. 8**

**Strategy:** Product design · Product positioning · Use case definition · Concept validation - **UX & Design:** Service design · Stakeholder co-design - **Technology & Data:** Digital lending · Credit scoring · Predictive modelling · Credit risk analytics · Pipeline management - **System Integration:** White-label platform · API integration · Modular workflow configuration

## 05 Cerved Design System

A unified and scalable framework to streamline a fragmented digital ecosystem

**PAG. 9**

**Strategy & Governance:** Design system strategy · Scalability planning · Budget ownership · DesignOps - **Design & UX:** Figma components · Design token architecture · Pattern definition · UI consistency - **Development & Tech:** React component library · Micro front-end architecture · Theme management - **Impact & Efficiency:** Cross-product alignment · Reusability enablement · Design/development velocity

## 06 Other Projects

A selection of over 30 additional projects that complete the picture

**PAG. 10**

**UX & Design:** UX architecture · Service blueprint · Design system alignment - **Strategy & Method:** Agile facilitation · Concept testing · Stakeholder co-design - **Tech & Data:** Workflow automation · Scorecard design · Benchmark analysis - **Business & Operations:** Business model design · CRM evolution · Prioritization frameworks

# 01 Powerbiz

A platform that empowers micro and small businesses to manage, analyze, and grow.

Cerved, 2022–2024

## OBJECTIVES

**Enter the micro and small business market**  
with a product that is simple and accessible  
for unstructured users, yet valuable for more  
advanced profiles.

## THE SOLUTION

A platform designed to help entrepreneurs and professionals manage, analyze, and grow their business through Cerved data.

The product is promoted through targeted **digital campaigns** and distributed via a **digital-first model**: online trial with remote commercial support on qualified leads.

## KEY FEATURES

### Integration with the Italian Tax Portal

Imports all issued and received invoices via SPID or FiscoOnline credentials, reconstructing the company's customer and supplier portfolio.

### Portfolio analysis

Segments clients and suppliers by volume and

frequency, with indicators of risk, reliability, and overall exposure.

### Smart commercial suggestions

Uses a similarity algorithm to suggest new opportunities aligned with the business profile and client base.

### Prospect search engine

Simplified search tool with customizable filters to identify new potential customers.

### Company summary sheets

Key indicators, reliability trends, relevant financial information, and contact details.

### Self-analysis of one's company

A snapshot of how the company is perceived by banks and investors, aimed at improving access to financing and identifying potential partners.

## MY ROLE AND CONTRIBUTION

I partnered with the business owner to **define the strategy** and **shape the try & buy model**.

I supported the team to embrace a **truly customer-centric mindset**, more suited to a digital self-service model, and **focus on a lean MVP**, avoiding feature creep during the MMP phase.

I led the design of the core user flows, finding the right balance between usability and informational depth.

The MVP was validated through a **"Family &**

The screenshot shows the Powerbiz platform's main dashboard for 'Acme company s.r.l.'. At the top, a green bar displays a trial expiration notice: 'Il tuo trial di Powerbiz scade tra 3 giorni' (Your trial of Powerbiz ends in 3 days) with a 'ACQUISTA POWERBIZ' button. The dashboard features a sidebar with icons for search, reports, users, and settings. The main area is titled 'Benvenuto Acme company s.r.l.' and includes sections for 'Ricerca Clienti' (Client Search), 'Accesso al Credito' (Credit Access), and 'Gestione dei Rischi' (Risk Management). Each section contains an illustration and a brief description. For example, the 'Ricerca Clienti' section says 'Trova clienti su misura per te' (Find clients tailored to you) and 'Lascia a Powerbiz la complessità di ricercare nuovi clienti! Ottieni suggerimenti di aziende simili ai tuoi clienti attuali.' (Leave the complexity of finding new clients to Powerbiz! Get suggestions for companies similar to your current clients.)

This screenshot shows a different section of the Powerbiz platform. At the top, it says 'Il tuo trial è scaduto. Esplora le condizioni di acquisto di Powerbiz.' (Your trial has expired. Explore the purchase conditions of Powerbiz.) with a 'SCOPRI ORA' button. The main area is titled 'Benvenuto Acme company s.r.l.' and includes sections for 'Fondi pubblici su misura per te' (Customized public funds for you), 'Ottieni finanziamenti mirati per la tua azienda' (Get targeted financing for your company), and 'Fondi pubblici su misura per te' (Customized public funds for you) again. The 'Ottieni finanziamenti mirati per la tua azienda' section includes a table for 'DISTRIBUZIONE CLIENTI PER AFFIDABILITÀ CREDITIZIA' (Distribution of clients by creditworthiness) with columns for 'Ragione sociale' (Business reason), 'Affidabilità' (Creditworthiness), 'Fido certificato' (Certified trust), 'Esposizione' (Exposure), and 'Tot. a 30 giorni' (Total at 30 days). The table lists several entries under 'Network System Comun...'.

**Friends' testing round**, helping us gather feedback and guide corrective developments.

The product was first launched through a controlled rollout via the sales network, then expanded to the digital channel with a try & buy model.

I personally led the **digital launch**, overseeing:

- search intent analysis,
- definition of key messages and content,
- supervision of campaigns and operational execution.

I designed the **lead management and feedback collection processes**, including from non-converted prospects, in order to optimize conversion and guide product evolution.

I contributed to **defining success metrics and KPIs**, designing performance dashboards and ensuring alignment between product objectives, marketing strategy, and commercial performance.

## KEY RESULTS

**+4M€**

LTM revenue  
in 24m on a new  
customer segment

**+500**

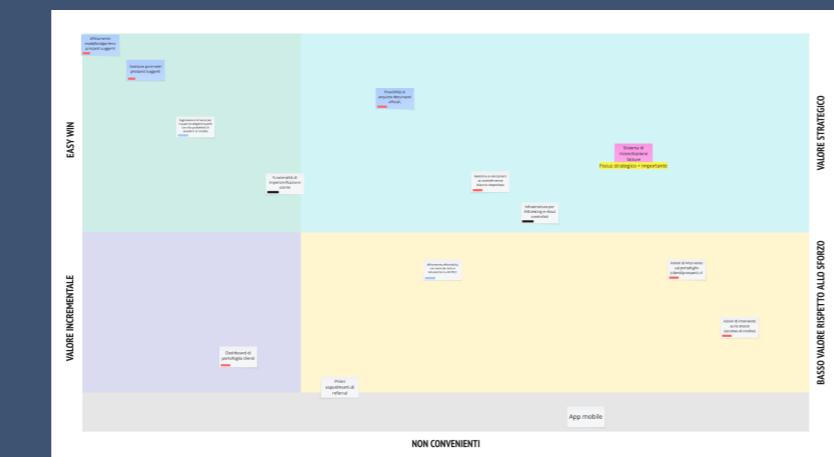
Monthly trials  
activated  
via self-service

**NPS 39**

Confirms strong  
alignment with  
user needs

**CR 14%**

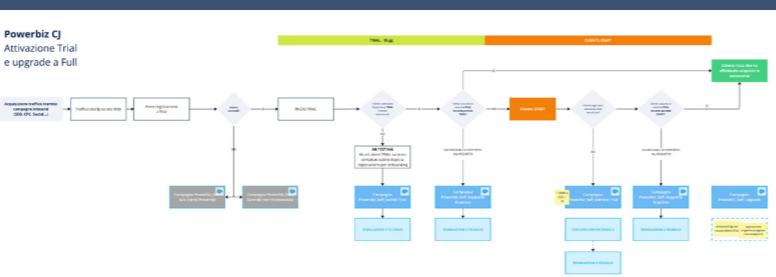
Lead2Contract  
conversion driven by  
continuous optimization



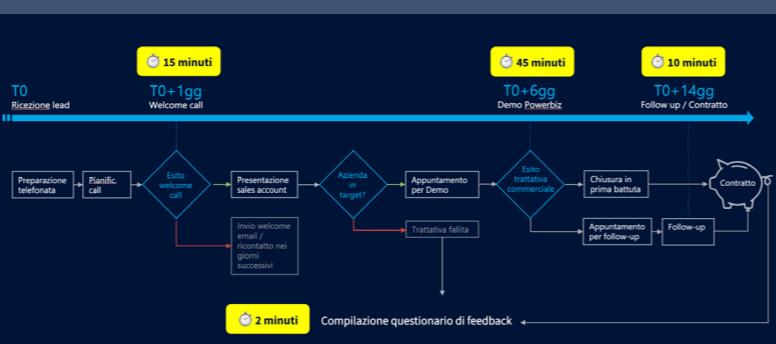
Value/Effort matrix for backlog prioritization

Two side-by-side cards showing feedback from yesterday and today. The left card (July 2023) shows a negative mood with a 'Nooo' icon. The right card (February 2024) shows a positive mood with a 'Nice' icon. Both cards list reasons and quotes from users.

Feedback tracking



Marketing/Sales Automation flowchart



Sales workflow designed to convert trial users

The screenshot shows the POWERBIZ platform's homepage. It features a search bar, a sidebar with navigation links (TROVA NUOVE AZIENDE, Panoramica, Valuta te stesso, Clienti, Fornitori, Interessanti per me, Potenziali clienti, Potenziali fornitori, Altre imprese), and two main sections: 'Scopri nuovi potenziali clienti' and 'Trova clienti secondo le caratteristiche che cerchi'. The 'Scopri nuovi potenziali clienti' section includes a 'COLLEGA CASSETTO FISCALE' button. The 'Trova clienti secondo le caratteristiche che cerchi' section includes a 'DESCRIVI PROFILO CLIENTE' button.

## Piccole e solide aziende Veneto (385 aziende)

Seleziona le aziende che vuoi salvare nelle tue liste

Sede: Veneto X   Codice ATECO: 5 X   Ricavi: < 10 Mln X   Dipendenti: 1-50 X   Affidabilità creditizia: classi 1-7 X   Regole di esclusione: 2 X   Età: > 5 X   <span style="color: #ccc;">+</span>						SALVA PROFILO CLIENTE ESCI	
<input type="checkbox"/> Ragione sociale	Settore	Regione	Ricavi	Dipendenti			
<input type="checkbox"/> TexVen Srl	Moda e confezione conto terzi	Veneto	7 Min €	17			
<input type="checkbox"/> Linea Trama S.R.L.	Moda e confezione conto terzi	Veneto	2 Min €	16			
<input type="checkbox"/> Capuleti Verona S.R.L.	Tessile e abbigliamento	Veneto	915.000 €	11			
<input type="checkbox"/> Venetex S.P.A.	Moda e confezione conto terzi	Veneto	3,3 Min €	15			
<input type="checkbox"/> JeansLab S.R.L.	Moda e confezione conto terzi	Veneto	1,7 Min €	8			
<input type="checkbox"/> Jeans San marco S.R.L.	Moda e confezione conto terzi	Veneto	700.000 €	7			
<input type="checkbox"/> Orditura Fine S.A.S.	Tessile e abbigliamento	Veneto	2,8 Min €	10			
<input type="checkbox"/> Nidra Atelier Srl	Tessile e abbigliamento	Veneto	4,7 Min €	22			
<input type="checkbox"/> Dress Vicenza S.R.L.	Tessile e abbigliamento	Veneto	1 Min €	8			
<input type="checkbox"/> Serica Trevigiana S.A.S.	Tessile e abbigliamento	Veneto	2,2 Min €	10			
<input type="checkbox"/> Venetex S.P.A.	Moda e confezione conto terzi	Veneto	3,3 Min €	15			
<input type="checkbox"/> Confezioni Rialto Srl	Moda e confezione conto terzi	Veneto	3,4 Mid €	11			
<b>Capuleti Verona S.R.L.</b> P.IVA/CF: 12345678910 / PTTSFN80A01G478L							
<b>Informazioni</b>							
SEDI	Verona	Via del Teatro Romano 7, 37129 Verona (VR)	<span style="color: #ccc;">+2</span>				
SETTORE	14.13.20	Confezione in serie di abbigliamento esterno	<span style="color: #ccc;">+2</span>				
CONTATTI	(+39) 0123456789	<span style="color: #ccc;">+4</span>					
BILANCIO	4.000.000 €	Fatturato 2024					
GRUPPO	Heritage Fashion Group S.p.A						
ETÀ AZIENDA	20 anni	attività					
<b>Affidabilità creditizia</b>							
ATTUALE	Moderata	45					
PREVISIONE A 12 MESI							
FIDO CERTIFICATO	550.000 €						
ESponenti							

# 02 Credit Suite

Integrated platform for credit risk management and product offer rationalization

Cerved, 2015–2016

## BACKGROUND AND CONCEPT

While working on Credit Direct, an e-commerce platform for on-demand access to company and personal reports, I identified the opportunity to radically rethink how Cerved data was delivered to credit managers.

At the time, the offering was fragmented across multiple applications with inconsistent logic, resulting in a disjointed and inefficient user experience.

I independently developed a subject-centric concept: a unified, more readable and functional view of data. My manager brought the concept to the board, which approved its funding and development.

The new product replaced three legacy systems that together generated over €100M annually, marking a highly visible internal transformation.

## OFFERING RATIONALIZATION

Credit Suite was born from the merger and redesign of three legacy systems:

- Lince (company documents),
- Payline Decision (payment experiences),
- CRC (credit collection).

The reporting offer was also streamlined: from 53 versions to 7, organized by depth and pricing tiers

## THE SOLUTION

A platform designed for B2B credit managers, enabling them to:

- **assess credit risk** for individual counterparties and aggregated portfolios
- **monitor risk variations** over time
- access business reports and official documents (e.g., financial statements, company records),
- **manage debt collection cases** assigned to Cerved
- **contribute to the Payline community** by sharing and receiving payment experiences between companies

## KEY FEATURES

- **Entity-centric view:** Each company or individual has a dedicated profile aggregating all available data
- **Interactive executive summary:** concise, easy-to-read reports with scalable levels of detail.
- **Dynamic portfolio analysis:** custom segmentations, selectable KPIs, and comparisons across subject groups.

The screenshot displays the Cerved Credit Suite interface, featuring several key components:

- Top Header:** Shows the Cerved logo, a search bar ("Cerca un'impresa, una persona, P. IVA, Codice Fiscale, per Comune, Provincia..."), and a notification bar indicating "IN SCADENZA senza risposta per quasi 30 giorni" with a red badge containing the number 4.
- Left Sidebar:** Includes sections for "IN ATTESA DI RISPOSTA" (22 items), "ARCHIVIO RICHIESTE" (with sub-items: EVASI OGGI 15, PREVENTIVI VISURA IMM. DA APPROVARE 2, DA EVADERE 1), and "GESTISCI E MONITORA I DATI DELLA TUA AZIENDA". It also features a "CARICA LE TUE INFORMAZIONI >" button and a "CONTATTACI" section with a "CALL CENTER DALL'ITALIA 800.029.029" link.
- Central Dashboards:**
  - LE TUE PRATICHE DI RECUPERO:** Shows "PRATICHE IN LAVORAZIONE" (23 total, 90% stragiudiziale, 10% legale) and "AFFIDATO IN LAVORAZIONE" (136.900,00 €, 45% stragiudiziale, 55% legale).
  - ANALISI DI PORTAFOGLIO IMPRESE:** A donut chart titled "Imprese ripartite per Score sintetico" showing distribution across green, yellow, and red segments.
  - Imprese ripartite per area geografica e CGS:** A treemap titled "Imprese ripartite per area geografica e CGS" showing the distribution of companies across various Italian regions and CGS categories.
- Bottom Detailed Reports:**
  - STANDARD REPORT:** A detailed report for "ALFA" (P.IVA: IT04096058, C.F.: M58534, Natura: Gruppo, Società a responsabilità limitata con unico socio) showing financials, risk scores (CERVED GROUP SCORE: 14.00, Non affidabile), and partial valuation.
  - PRATICA DI RECUPERO:** A report for "ACME COMPANY S.P.A." (Codice Cliente: 1234567) showing recovery status (Recuperato € 3000,00 / Totale € 5000,00, 60%), recovery history (Stato pratica: Recupero Domiciliare, Recupero Telefonico, Sollecito Epistolare), and messages (MESSAGGI DA GESTIRE).

- Integration with credit collection:** direct workflow with Cerved's internal recovery teams.
- Hybrid model (subscription + credits):** access to information through a mix of fixed fee and pay-per-use.

## MY ROLE AND CONTRIBUTION

I developed the initial concept and developed a rapid prototype to validate its strategic value, **kick-starting the project and shaping its vision and direction.**

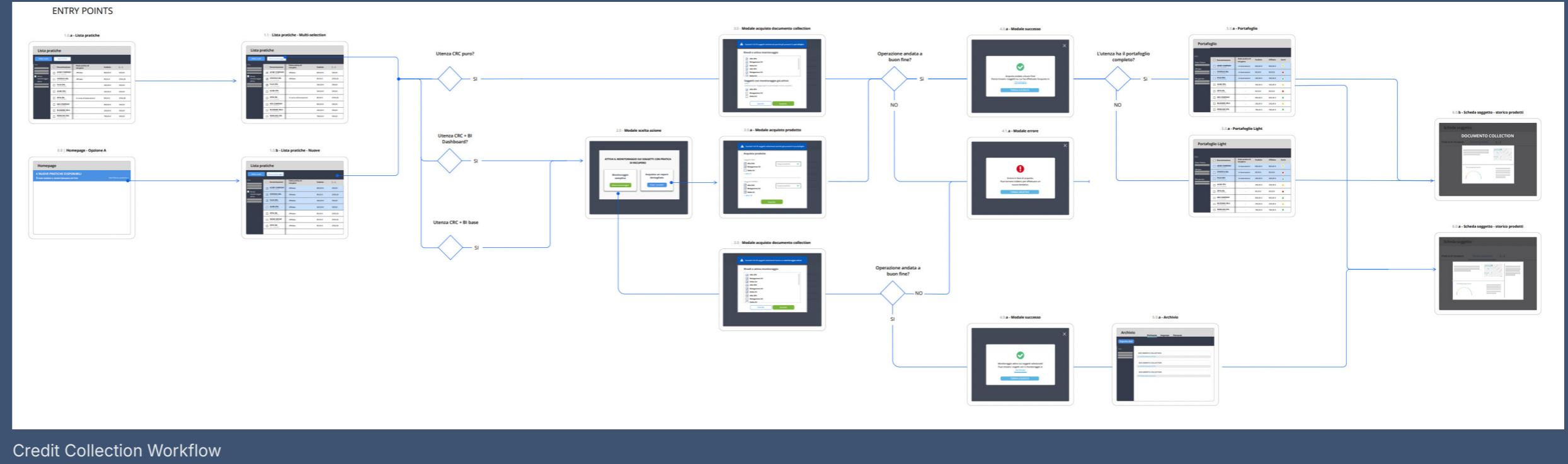
I defined and **managed the project governance**, supported the business in setting priorities and roadmap, and organized a team of 4 designers to cover the different phases of the design process.

I led internal co-design workshops and launched a **fast prototyping track with clients**, which helped discard ineffective ideas and identify the most valuable solutions.

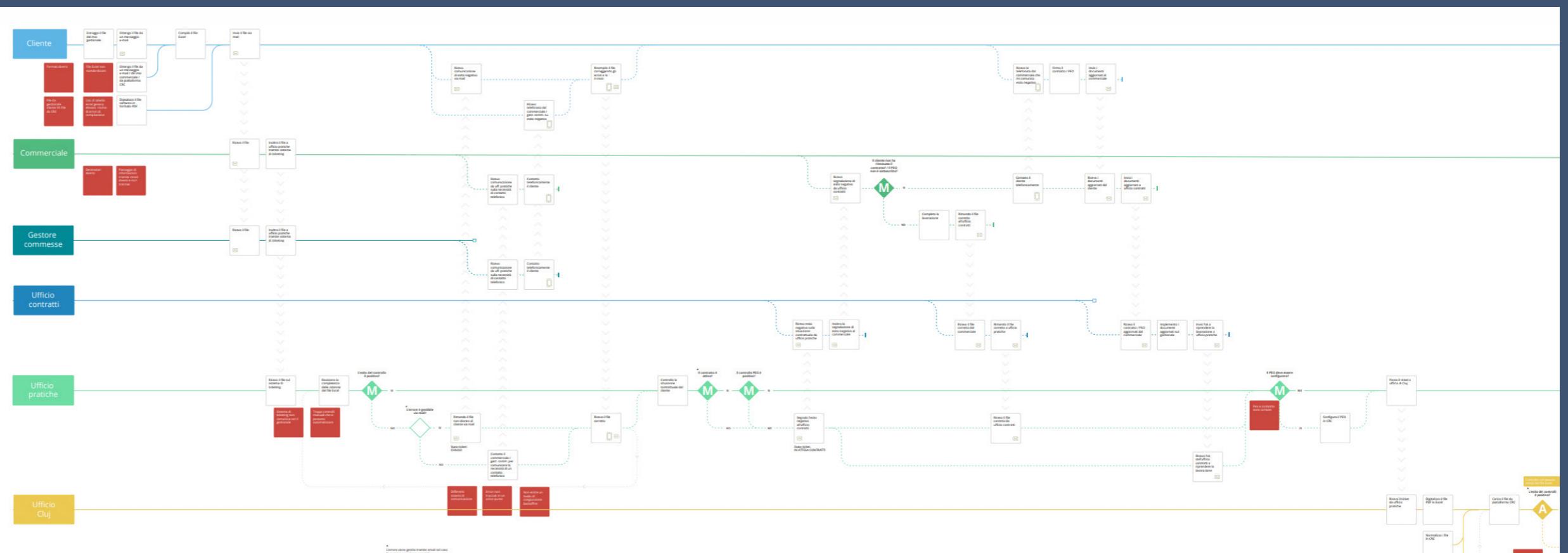
Thanks to my contribution and the impact on the commercial offering, I received formal recognition during the company's national sales convention.

## KEY RESULTS

1. Immediate adoption by both existing and new clients
2. Significant increase in billable usage, driven by a more effective UX
3. In a market dominated by static PDF reports and fragmented offerings, it marked a generational leap in both user experience and informational depth



Credit Collection Workflow



Case Management Process

# 03 Digital Factory

CA Italia's internal incubator for driving agile innovation and redesigning process workflows.

Crédit Agricole Italia, 2020

## CONTEXT AND OBJECTIVE

In 2020, CA Italia launched the Digital Factory, **an internal incubator designed to promote innovation** and introduce new collaborative and agile work methods.

The initial project had a dual purpose: to **launch and structure the Factory** itself, while also **delivering a high-impact pilot** focused on streamlining the credit approval process for businesses.

This first initiative aimed to reduce time to yes, time to cash, and cost to serve, leveraging Cerved's data integration in credit decision-making processes.

## MY ROLE AND CONTRIBUTION

I took on the role of **methodology coach and facilitator** for the first two projects of the Factory, with the goal of enabling the client team to achieve full autonomy within a few months.

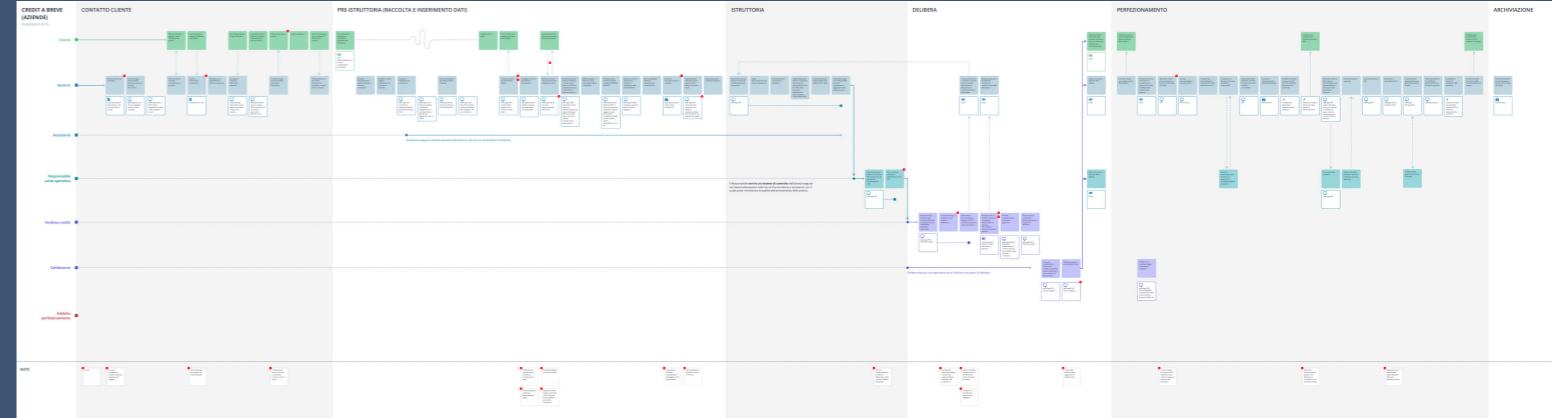
I led a **Cerved team** (2 service designers + 1 agile coach) and **supported the Crédit Agricole PO in their growth journey**, introducing agile ceremonies, design thinking tools, and practical artifacts.

Through **co-design sessions and service blueprinting**, I enabled a shared understanding of the as-is process, which naturally surfaced inefficiencies, bottlenecks, and redundancies.

I also took part in strategic steering meetings and defined the methodological framework of the Factory, ensuring the internal scalability and replicability of the initiative.

## KEY RESULTS

- Successfully launched the Group's first Digital Factory, now a benchmark for internal innovation
- The mapped and streamlined processes laid the groundwork for redesigning the SME financing journey
- The experience was replicated two years later as the design foundation for Finbox, Cerved's new digital product for small banks
- The **client team reached full autonomy in under 5 months**, embedding agile practices and mindset
- The positive impact was made possible by unlocking internal potential and fostering a safe space for cross-functional collaboration



Digitized As-Is Process Mapping



Photos from Process Co-Design Activities

# 04 Finbox

White-label platform for automatically assessing credit sustainability

Cerved, 2022

## CONTEXT AND OBJECTIVE

Finbox emerged from a Cerved innovation program focused on generating new product concepts.

I led the team in exploring the digital lending domain, shaping a configurable solution that **leveraged insights from the Crédit Agricole project to address the needs of small and mid-sized banks.**

## THE SOLUTION

Finbox is a white-label platform that, starting from just a few inputs (VAT number, amount, duration, purpose), enables banks to:

- Assess the applicant's reliability by integrating Cerved data and AML checks;
- **Estimate the affordability of the loan** using predictive models based on cash flow projections;
- **Verify eligibility for government guarantees** and automatically generate the required documentation;
- **Suggest viable alternatives in case of rejection**, by adjusting workflows, duration, amount, or conditions;
- **Analytics dashboard** to monitor KPIs and check results, both per application and in

aggregate, supporting process improvement.

The platform is designed to seamlessly integrate with the bank's existing systems.

## MY ROLE AND CONTRIBUTION

- Led the team during the concept and prototyping phase;
- Designed the product, defining its functional logic, positioning, and main use cases;
- Supported validation activities with stakeholders and partner banks;
- Outlined the evolutionary roadmap, promoting reusability of algorithmic assets across different domains.

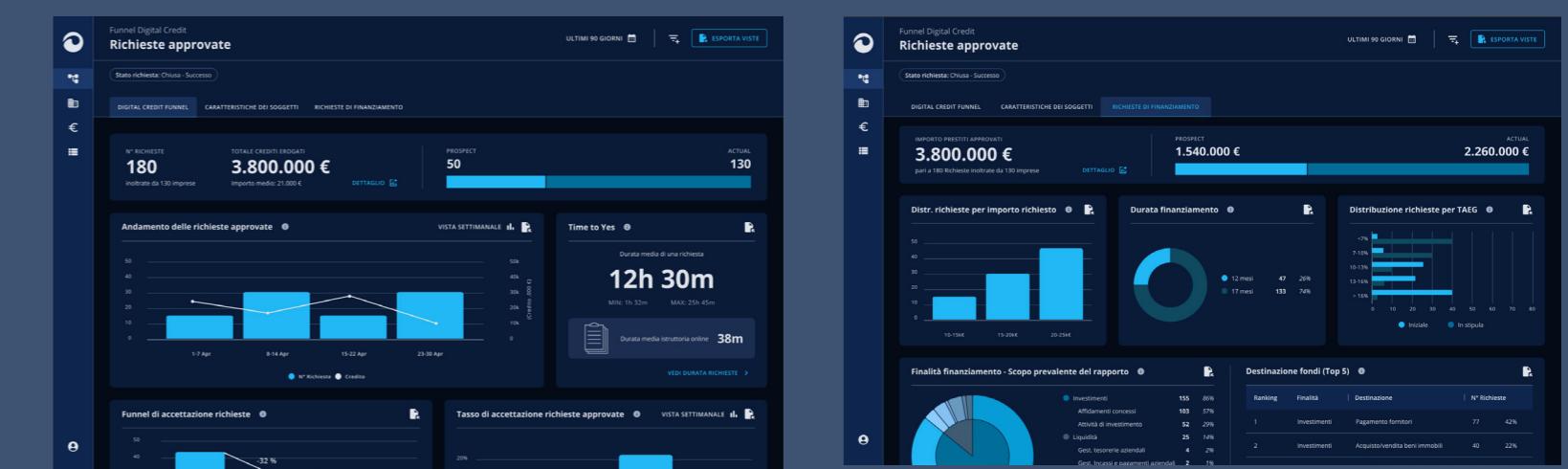
## KEY RESULTS

Launched in 2023, Finbox is now live in 4 Italian banks and currently expanding;

It has automated the credit evaluation process for businesses, streamlining operations and enabling new distribution models;

The predictive algorithms developed have been reused in Powerbiz to provide companies with an estimate of their bankability and credit attractiveness from the perspective of financial institutions.

The screenshot shows the 'Benvenuto in Digital Credit Desio!' page. It displays a loan application for 'BANCO BPM' with an amount of 200,000 €, a beneficiary 'Beta company Srl', and a product 'CRV CASSA DI RISPARMIO DI VOLTERA'. The application is for a 60-month term at 1.665 €/month. Below this, there is a section titled 'Eccoci, iniziamo con alcune conferme necessarie per la valutazione' with fields for 'Filiale', 'PEC', and 'Telefono'. A map of Tuscany and surrounding regions shows various branches with numbers indicating their proximity (e.g., 21, 16, 4, 6, 3, 2, 1). A 'CONFERMA FILIALE' button is at the bottom right.



Bank-side analytics to monitor application trends and processing times

# 05 Design System

A unified and scalable framework to streamline a fragmented digital ecosystem  
Cerved, 2022

## CONTEXT AND OBJECTIVE

In 2016, an initial version was created by repurposing elements from Credit Suite into an internal UI kit.

However, it was a tactical solution: loosely structured and not designed to scale.

In 2022, with the launch of new products and the rethinking of the digital offering, I proposed a fresh start to develop a **modular system focused on consistency, scalability, and speed, suited for an ecosystem made of dozens of applications**, white-label environments, and internal tools.

The system defines:

- Shared **design principles**
- **Navigation patterns**
- **Core templates**
- **Usage guidelines** for designers and devs

All components are designed to ensure that, for the same function, **different designers choose the same solutions, improving user consistency and product integration**.

## ARCHITECTURE

The system is made of three main assets:

- **Figma Library**: a design tool with components, templates, and tokens
- **React Library**: a ready-to-use component library for frontend development
- Up-to-date **documentation** for both design and development

Some critical components have been built as **self-contained micro frontends**, ready to be integrated with embedded logic.

The system is **token-based**, supports **native light/dark themes**, and offers high customization, useful in white-label scenarios.

## MY ROLE AND CONTRIBUTION

I defined and managed the budget, provided the **initial vision and direction**, and clarified **objectives, principles, and priorities**.

My contributions included:

- **Turining the vision into actionable design criteria**, enabling a smooth transition from concept to execution
- **Structuring the team's workflow**, by defining processes, milestones, and deliverables for both design and devs
- Conducting targeted **periodic reviews**, helping to resolve design challenges and guide decision-making

## KEY RESULTS

-75%

Front-end development time and cost

9

Products where the Design System is in use

The screenshot shows the homepage of the Cerved Design System & React Library 4.0. It features a dark-themed header with the Cerved logo and a search bar. Below the header is a navigation menu with sections like INTRODUCTION, ACCESSIBILITY, TESTING, HOOKS, THEME, INPUTS, and a sidebar with links such as 'Welcome', 'Designing', 'Developing', 'WCAG Compliance', 'Data Test Attributes', 'useOverflow', 'usePopover', 'useToggle', 'useUniqueId', 'Cerved theme colors', 'Palette', 'Typography', 'Autocomplete', 'Button', 'Checkbox', 'Fab', 'IconButton', 'Radio', and 'SegmentedView'. To the right of the menu is a large atom icon and the text 'Cerved Design System & React Library 4.0' followed by a subtitle 'A set of tools, guidelines, resources and code to build Cerved next digital experiences'. Below this is a note about the design system being a collection of pre-built, reusable assets. Further down are sections for 'Looking for the v3 documentation?', 'Getting started for designers' (with a link to Figma assets, resources & guidelines), 'Getting started for developers' (with a link to tools, packages & boilerplate), and a 'Demo App' section.

Company Design System documentation managed with Storybook

The screenshot shows a Figma library interface with various components and styles. At the top, there's a search bar and a 'dark mode' toggle. Below the search bar are sections for 'Components' (Mobile, Web, Dark Mode, Light Mode, Icons, Pictograms), 'Typography' (Mobile, Web), and 'Text Styles' (Mobile). Each section contains cards with component names and edit history. At the bottom left is a 'Components' section showing cards for 'Se "middle surface"' and 'Se "base surface"'. On the bottom right is a large, stylized Figma logo.

Figma library for visual mockups

# 06 Other Projects

With over 30 strategic and design projects completed across nearly three decades of experience, this portfolio presents a curated selection of my most meaningful work.

The following projects further highlight my versatility and contribution in specific domains, completing the picture of my skill set and the impact I've had in product strategy and experience design.

PROJECT	MY ROLE	KEY RESULTS
<b>MARKET INTELLIGENCE PLATFORM</b> <i>Cerved, 2021</i>  A product for banks and corporates, <b>designed to provide access to industry analysis</b> . Objective: to replace the previous PDF-based offering with a scalable web platform, reducing production time and enabling new ways to explore and compare data.	<ul style="list-style-type: none"><li>Conducted <b>interviews</b> and concept-proofing tests with key clients</li><li>Supported the definition of a <b>product vision</b></li><li>Contributed to shaping the <b>business model</b></li><li>Led the <b>benchmark analysis</b>, identifying <b>recurring patterns</b> and <b>data structures</b></li><li>Guided the <b>design of the product architecture</b></li><li>Supervised <b>interaction design</b> activities</li></ul>	<ul style="list-style-type: none"><li><b>-50%</b> in study drafting time</li><li><b>-2 FTEs</b> required for formatting activities</li><li>Interactive and comparable access to industry data</li><li><b>Reversed the negative trend in business performance</b></li></ul>
<b>CRESCO</b> <i>Cerved – Edison, 2019</i>  Decision system integrating Edison's internal data with Cerved insights to automate the approval of energy supply contracts for businesses.  A configurable rule engine and scorecards streamline the workflow, handling both standard cases and exceptions.	<ul style="list-style-type: none"><li>Requirements gathering with the client</li><li>Guidance on <b>architecture design</b></li><li>Supervision of <b>interaction design</b></li><li>Management of <b>user testing with the client</b></li></ul>	<ul style="list-style-type: none"><li>Product released and in use by the client</li><li>High client satisfaction</li><li>Created a technological foundation later reused in other products (e.g. Finbox)</li></ul>
<b>FLY TO QUALITY 2.0</b> <i>Cattolica Assicurazioni, 2019</i>  Service improvement program for the agent support network "Chiedimi".  Objective: map the ticket management process, define cross-functional guidelines and business requirements, and establish an action roadmap to reduce response times and improve service perception.	<ul style="list-style-type: none"><li>Facilitated 4 project teams through <b>Design Sprints</b> using a <b>Design Thinking approach</b></li><li>Collected requirements and conducted co-design sessions with <b>over 40 stakeholders</b> (8 internal departments + agent network)</li><li>Developed a full <b>service blueprint</b> of the ticket lifecycle and mapped 12 areas of intervention</li><li>Defined shared behavioral guidelines and a <b>value/effort prioritization model</b> (easy-win, quick-win, high-effort)</li></ul>	<ul style="list-style-type: none"><li>Unified guidelines across 12 operational areas → consistent ticket management across all structures</li><li>Approved roadmap of 25 easy-win/quick-win actions, with an estimated 30% reduction in response times and fewer redirected tickets</li><li>Defined the functional requirements foundation for the evolution of the "Chiedimi" CRM (tracking, reminders, alerting)</li><li>Received "high satisfaction" feedback from the client, leading to a follow-up engagement for a second project phase, which I supervised externally</li></ul>