


# ALESSANDRO ROCCA

## SENIOR PRODUCT DESIGNER

 +34 661479083

 alessandro.rocca@outlook.com

 www.alessandrorocca.com

Senior Designer and University Professor with 8+ years of experience helping international companies boost conversion, engagement, and user satisfaction. Skilled across AI, interaction, visual, service design, and user research.

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## EXPERIENCE

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### Senior Product Designer

**Fever** Barcelona, Spain

07/25 - ongoing

- Directing a team of 6 designers within the B2B division, overseeing end-to-end design strategy for the Partner Platform to enable autonomous event management and optimization.
- Pioneering cross-functional AI frameworks to automate design-to-development workflows, significantly accelerating delivery speed and enhancing output quality across global teams.
- Architected and deployed scalable design governance and operational processes to maintain product consistency during a period of rapid hyper-growth.

### Professor of UX Psychology

**Boolean** Remote

05/25 - ongoing

- Curating and delivering advanced coursework on the intersection of cognitive science and UX, specializing in behavioral economics and human-centered methodologies to drive product engagement.
- Leading research initiatives on cognitive load and behavioral triggers to refine digital service models for modern tech ecosystems.

### Principal Product Designer

**Sage** Barcelona, Spain

09/23 - 07/25

- Defined the design vision for flagship enterprise solutions, translating complex multi-region business requirements into intuitive experiences for millions of global users.
- Spearheaded the XD Innovation Team, conducting comprehensive audits of global design workflows to reduce design debt and align cross-departmental roadmaps.
- Mentored a high-performing team of mid-to-senior designers, establishing a culture of design excellence and professional growth through structured critique and career pathing.

### Senior Product Designer

**Sage** Barcelona, Spain

09/22 - 08/23

- Partnered with Product and Engineering leadership to define long-term roadmaps, ensuring technical feasibility without compromising UX integrity.
- Lead the design efforts to ensure the delivery of effective solutions and delightful user experiences for our products
- Developed and standardized the XD process, introducing new prototyping and user-testing protocols that increased the success rate of product launches.

### Professor of Information Design (Master Degree)

**RUFA (Rome University of Fine Arts)** Rome, Italy

09/21 - 09/24

- Directed the Master's Degree module in Information Design, training students to synthesize complex data into navigable, user-friendly digital architectures.
- Developed theoretical and practical frameworks for information architecture, focusing on the cognitive load and mental mapping of user interfaces.

## Product UX Designer

Sketchin Rome, Italy

01/20 - 09/22

- Transformed client business strategies into user-centric digital products, specializing in high-stakes speculative design and service ecosystem mapping.
- Facilitated executive-level co-design workshops, bridging the gap between stakeholder business goals and end-user needs to define product-market fit.
- Owned the full design lifecycle, from initial discovery and user journey mapping to high-fidelity prototyping and stakeholder hand-off.

## UX/UI Designer

Freelance Italy (Remote)

09/16 - 10/20

I've collaborated with startups and small to medium-sized companies, guiding them through the creation of digital products, overseeing both strategic planning and design execution for applications and websites.

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## CAPABILITIES & SKILLS

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- Proficient in **partnering with cross-functional teams**, including Product Managers, Developers, Architects, and fellow Designers to meet business and customer goals effectively.
- Plan and prioritize **product strategy**, guiding the definition of roadmaps, user requirements, and feature releases with a focused aim on achieving KPIs.
- Assume **full ownership of projects** from ideation through design, incorporating feedback throughout the development lifecycle and post-release.
- Design** and **facilitate workshops** for stakeholders at all levels, leveraging Design Thinking and Design Sprint methodologies to drive innovation and alignment.
- Lead **user research** initiatives to empathize with users and gain insights into their perspectives, motivations, and pain points, facilitating the creation of designs that resonate with them.
- Triangulate qualitative** and **quantitative data**, synthesizing the results into meaningful and actionable design insights and concepts to deliver user-centric results.
- Create and manage **Design Systems** to ensure consistency and usability across products, establishing clear guidelines, and continuously improving it to align with evolving user needs and industry best practices.

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## EDUCATION

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### Master Degree in Systemic Design

ISIA - Roma Design Rome, Italy

2016 - 2018

Vote: 100 cum laude

Thesis: Interactive design system for autonomous vehicles

### Erasmus+ (Exams & Thesis)

Universidad Politécnica de Valencia Valencia, Spain

2015 - 2016

### Bachelor Degree in Industrial Design

La Sapienza - Università di Roma Rome, Italy

2013 - 2016

Vote: 100 cum laude

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## LANGUAGES

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English - C1

Spanish - C1

Italian - Native

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## EXPERTISE

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Product Design

User Experience

Strategic Design

Interaction Design

Visual Design

Service Design

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## SOFTWARE

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Figma - Sketch - XD

Cursor - Claude - Netlify

HTML-CSS-JS

Git/GitHub

Miro - Figjam

Lottie + AE-PR