



GABRIELE BUROL

Senior Product Designer and Design Thinking enthusiast.
Bridging the gap between business goals and user needs.

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UX CORE SKILLS

Research, Discovery, Design System,
UI Design, Usability Studies

UX TOOLS

Figma, Sketch, Miro, Jira, Notion,
Slack, Teams, Maze

LANGUAGES

Italian – Native
English – C2 Full Proficiency

Latest Experience

SENIOR PRODUCT DESIGNER & TEAM LEAD | ALPIAN

2024, Italy, remote | www.alpian.com

- Fostered a strategic **vision** for the company's design operations, which significantly increased the quality of our outputs and our client's satisfaction
- Developed a **design strategy** that integrates Design Thinking and Product Discovery, emphasizing research and problem definition, and incorporated it into the company's work cycles
- Maintained and enhanced our branded **design system** for web applications, streamlining front-end development workflows and improving output quality
- Personally recruited and mentored a high-performing **design team**, overseeing onboarding and management
- Established a detailed **handoff** process with the development team, minimizing errors and improving collaboration
- Successfully migrated the team **from Sketch to Figma**, enhancing deliverable quality and prototyping capabilities
- Endorsed a **pixel-perfect quality assurance** approach, ensuring optimal product output

PRODUCT DESIGNER | ALPIAN

2022, Italy, remote | www.alpian.com

- Responsible for the **UX** and **UI** of 8 successfully released products (1 mobile application, 6 web-apps, 1 GenAI Chat) within the group, with a keen focus on delivering optimal digital experiences for Fideuram Intesa Sanpaolo private banking clients and Fideuram employees
- Recommended and created a comprehensive **design system** for all Fideuram's new internal web apps
- Collaborated in the early stages of product development, **defining user needs and pain points**, ideating and designing effective solutions to address them, in accordance with business requirements. Produced **Lo-Fi wireframes** for validation and refined them into **Hi-Fi prototypes** ready for hand-off, using Figma and Sketch
- Conducted **usability studies** for pre and post-launch research

UX DESIGNER | FREELANCE

2021, Kyiv, remote | www.gabrieleburol.com

- Applied the **Design Thinking** framework and worked at every stage of the design process: empathize, define, ideate, prototype, test, iterate and deliver
- Conducted **UX Research**, running user interviews, creating personas and user journey maps; created ready-to-test lo-fi and hi-fi clickable prototypes using Figma, Sketch and Adobe XD; ran usability studies and iterated on feedback

Past Roles

DIGITAL MARKETING SPECIALIST | TITIAN RED

2019, Kyiv | www.titianred.com

BRAND MANAGER ASSISTANT | GUIOMAR

2016, New York, Remote

PR ASSOCIATE | LAWLOR MEDIA GROUP

2015, New York City | www.lawlormediagroup.com

Education & Certificates

DEGREE IN ECONOMICS & BUSINESS

2013, Ca' Foscari University of Venice

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

2022, Google

DIGITAL MARKETING CERTIFICATES

2019, Marconi International University of Miami
2019, Google Digital Marketing for SME