

SALVA
TORE
MEZZA
TESTA

SALVATORE MEZZATESTA

Product Design Leadership and Strategic Innovation



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<https://salvatoremezzatesta.com>

Professional Summary

- **Drive regulated-payments UX at global scale.** Shape PSD2-/PCI-DSS-compliant payment, commerce and subscription products that serve millions, turning research and data into growth.
- **Lead high-performing, distributed teams.** Coach 8-20 designers, researchers and UX engineers across four continents; launch Figma design systems that slash design-to-dev time 50 %.
- **Deliver measurable impact.** Recent wins include doubling Lebara's customer base (1.5 M → 3 M) and lifting Sky/NBCU conversion 3 % while cutting churn exits 15 %.
- **Thought-leadership & community.** Author of *The Art of Creative Product Strategy*; panelist for Harvard Business Review & McKinsey Executive Research; ADPList.org mentor and London Design meetups host.
- **Continuous learning.** Imperial College Business School Executive Program—Leadership for Digital Transformation—reinforcing expertise in digital innovation and organisational change.

Skills

- **Product Design Leadership**
- **Team Management**
- **User Research**
- **Product Strategy**
- **Design Strategy**
- **Digital Transformation**
- **Artificial Intelligence**

Certificates & Education

- **Leadership in Digital Transformation**
- **Transformative AI**
- **AI for Business**
- **Human-Computer Interaction**
- **Entrepreneurship & Innovation**
- **Agile Product Development**
- **Advanced Product Management**

Case Studies

1

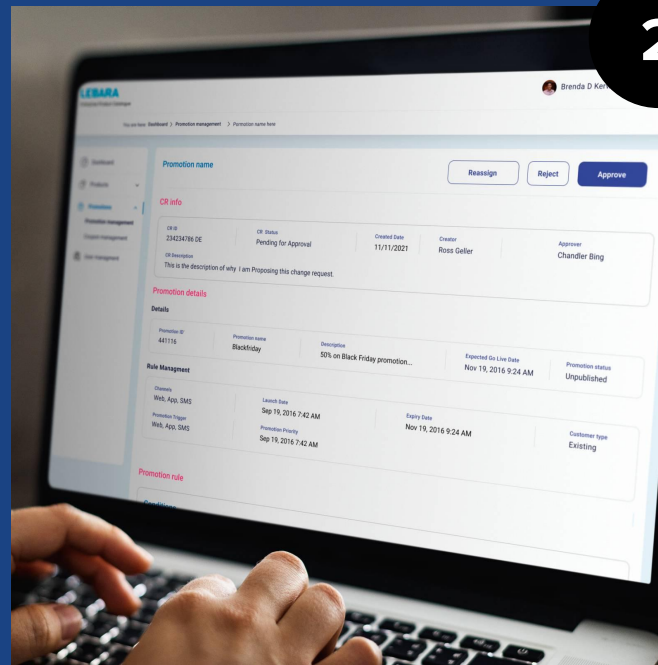


Lebara

Transforming the website experience across the European market.

[Read now →](#)

2

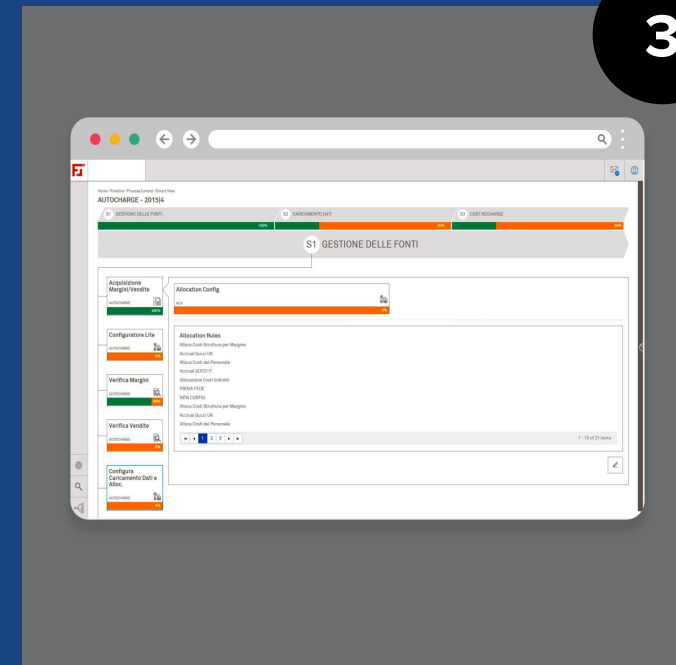


Lebara

Driving Business Growth through a User-Centric Enterprise Platform

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3



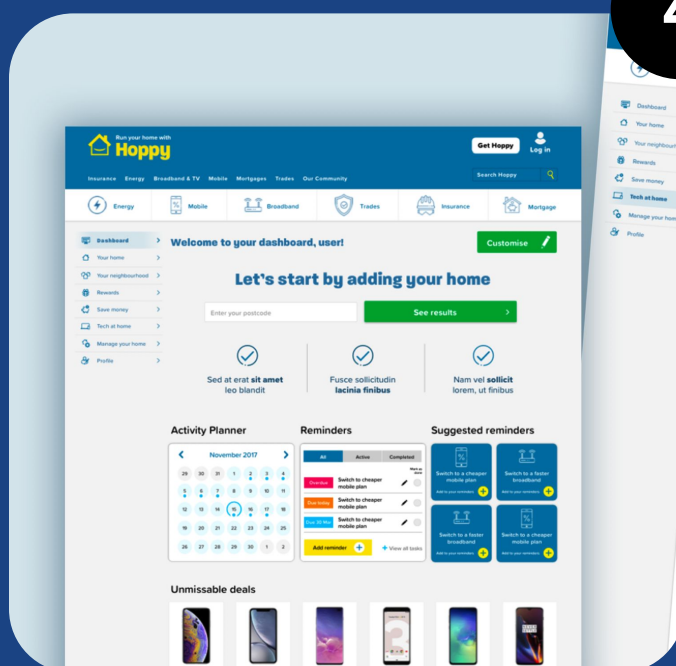
Kering / Fabricalab

Streamlining the Business Monitoring & Analysis Processes

[Read now →](#)

Case Studies

4



EDF

Delivering a personalised Dashboard experience to EDF customers.

[Read now →](#)

5

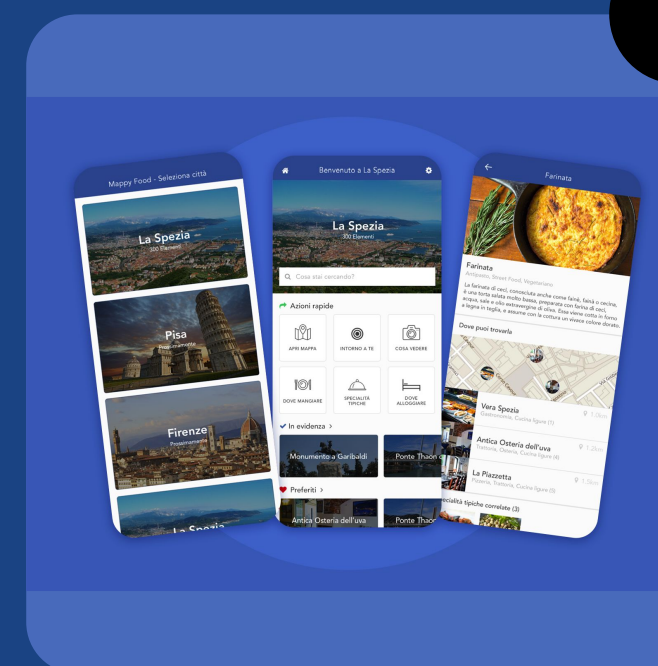


South Bank

Revitalising the Events Search Experience for a Busy London's Tourist District

[Read now →](#)

6



Mappy Food

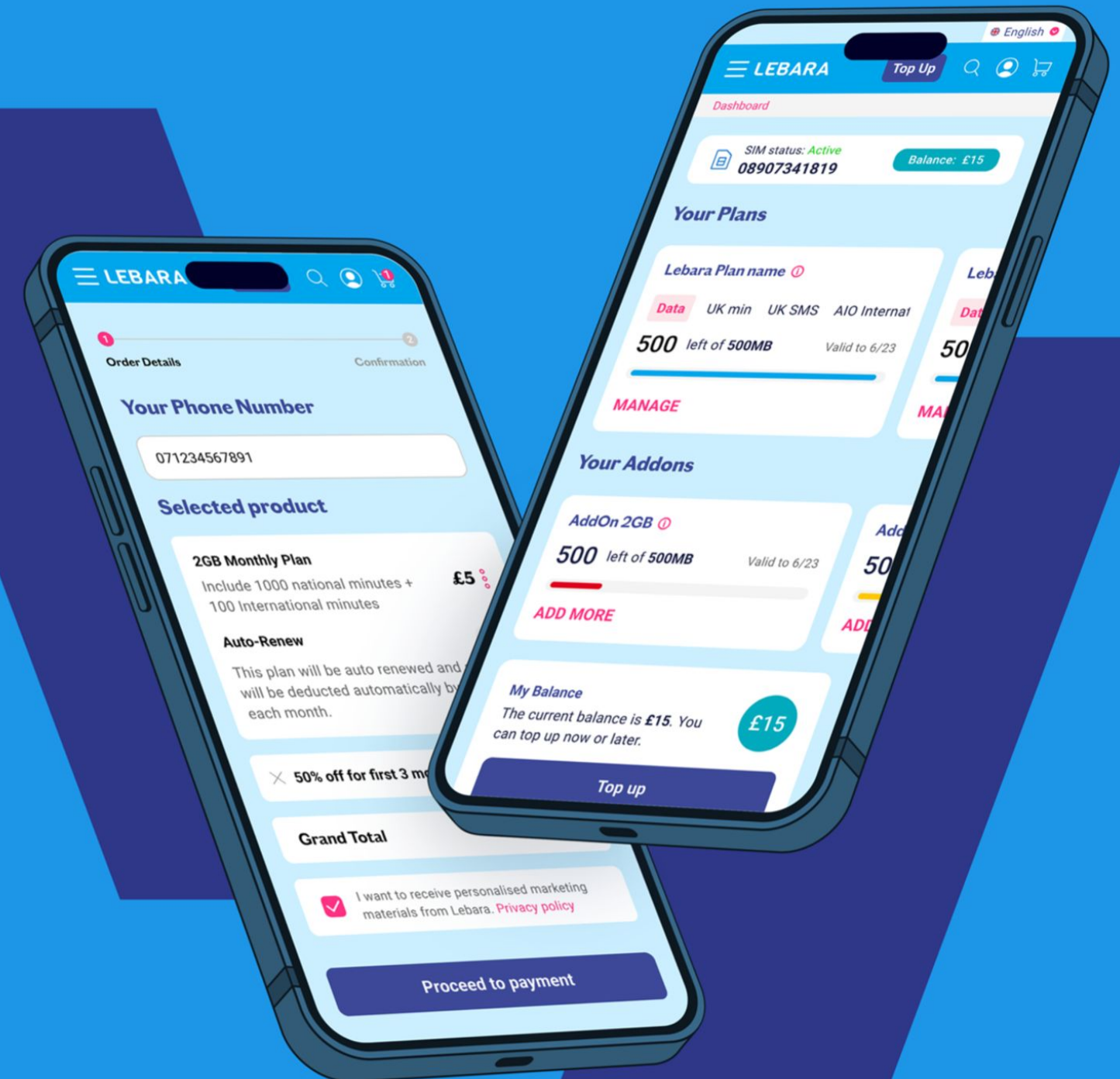
Enhancing the Cultural Experience of Tourism of the Italian market

[Read now →](#)

1

Lebara

Revolutionising the Website Experience across the European market



Introduction

Lebara embarked on a digital transformation journey in January 2021, and I joined the business in March 2021. My role was to establish and lead the UX and UI design team in the redesign of all digital products used across five European markets, starting with the website.

Challenges

- ✗ **Absence of a formal design department:** The company did not have an established design department, and there were no existing design materials or processes in place.
- ✗ **Siloed approach:** Each market operated independently, resulting in inconsistent designs and a fragmented user experience.
- ✗ **Lack of guidance:** No previous direction or guidance provided at the group level, which led to inconsistency in brand identity and user experience across the websites.

The team and my role

As the UX/UI lead, I worked as part of the digital team. Over the course of one year, I built and managed a design team, which grew to a size of eight members.

I collaborated with various stakeholders, including market leadership, group senior management, and other project stakeholders.

The Process

User interviews

To gain insights into the current website user experience, we planned and conducted user interviews in collaboration with each market.

These interviews aimed to gather feedback and understand the most important aspects of users' website journeys, including pain points and strengths.

Stakeholders interviews

To understand the existing internal processes, we conducted individual interviews with key stakeholders involved in website management at both the group and market levels.

These interviews provided clarity on what was working well and areas that needed improvement.

KEYWORDS

- Product pages
- Customer reward
- Memberships
- Inbox (Deals; billing & etc)
- Payment icon
- Onboarding screens
- Splashscreen
- Informative-section style
- Deals (Geolocation)
- Wallet

Afya Tisup

- Conversational app
- App experience
- Personalisation
- Gamification
- New services
- Customised products
- Products recommendation
- Interactivity
- Competitor
- E-commerce
- Commercial value
- Brand recognition
- Visual inconsistency

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- New bundles
- Pointing system
- Mobile Service
- Offer's / Deals
- Pay-bill-for-others
- MGM
- Enhance content page
- Entertainment

Mohamed elid

- Loading animation
- Onboarding screens
- Address-locator
- Content pages
- Making-top-up-easier with-persians
- Avoiding-the-use-of-multiple-easier-theme-for-the-product
- User-accessibility-on-colors
- Microanimation

Sudharshan Barnesh

Visual representation of all element with correct branding with new-age design:

make only one component with their variants in DS.

Need to make flexible/scalable DS-system

micro-interaction

illustrations

lifestyle images

new-age card-styles

consistency in typography

brand-color or their tint or shades

Surendh Laxmy

checking-for-standards-for-people-with-poor-visionight-and-slow-internet-W3C;-other

User-test-on-eye-tracker (mouse-recording)

Google-statistik-analysis (clicks-ll, quick-exit-from-the-page)

A/B-testing-for-the-same-UI-elements (twoedname;-other-dark-parts)

Clear-titles-rules

Web-layout

UI-consistency

Unique-features-for-the-App-(faster-login-use-finger-video-etc;-Promo-news-after-the-start-offline-app;-fast-features-using-the-possibilities-of-mobile;-more-fun-shake-your-phone-to-get-promo-bonus;-ill-your-head)

App-interactive-animation-loader;-page-loader;-appearance

Intracing-CAPTCHA

Dark-blue-confirmation-message

Long-loading-smart-loader-images-optimization

HTML5-for-WEB;-scrolltelling-on-home-page-and-dashboard

Allowonmo-balance-more-clear-on-dashboard-all-in-one-message-or-chart

Basket-on-web-can-be-different-and-have-more-features (separate-summary-and-products-and-coupon;-showing-more-as-a-shop-product)

Working-with-long-Personal-details-forms-to-make-its-more-clear (use-separations;-showing-not-all-fields-from-the-start-(comp;-where-we-need-add-email-first-))

Nadia Vynograd

IDEAS

UX DESIGN:

- Visualise Reward during checkout
- Improve product card layout to highlight the allowance
- Explore a better way to show informative sections with long text
- Explore new Captcha solutions that could be easier to be used by customers
- Review content pages UX to reduce cognitive overload

UPSELL STRATEGY:

- Display allowance balance (eg. GBs) message during checkout to push users to buy more/better products

PRODUCT CARDS:

- Review color scheme in order to match highlighted information and CTA (to be discussed)
- Review the information architecture
- Improve the visual design to make the product cards more appealing to customer
- Improve PDF Viewer experience & design on mobile as currently not usable

CHANGE PLAN:

- Add new category called "Recent viewed"

FREE SIM

- Improving free sim buying experience (to be explored)

TOP UP:

- Identifying different scenarios for top up to be implemented to reduce the number of actions needed to complete top up
- Top up for a friend (not as a guest) as this functionality might been clear to customers since we only have guest or login top up

MEGAMENU:

- Improve current UX/UI design

ACCESSIBILITY:

- Start applying accessibility rules to all components
- Testing W3C accessibility rules on the live website and see the outcome, then take actions

E-COMMERCE:

- Apply e-commerce UX strategies and best-practises to improve current UX and implement new "e-commerce" sections (eg. "users also liked") to increase sale

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UI DESIGN:

- Product card not optimised and easy to read
- Redesigning customised payment icons to align with Lebara visual language
- Explore a better way to show informative sections with long text
- Reviewing overlay design to make them more consistent and easy to be recognised
- Reviewing credit balance component to make it looking more similar to allowance style
- Reviewing current forms layout, including personal details form to making it looking shorter and easier to be understood by customers

INTERACTIVITY:

- Implementing micro-interaction animations (eg. "loading, clicking on certain elements, page navigation, swiping gestures) to provide a more unique and modern user experience and increase user engagement

BASKET AREA:

- Redesign basket layout to provide a more "e-commerce basket" experience

VISUAL INCONSISTENCY:

- Identify visual inconsistencies across the components and journeys to make the design looking better

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BUSINESS:

CUSTOMER REWARDS SYSTEM:

- Customer rewards System based on points
- Customer rewards based on customer type (long time, new)
- Different rewards eg. extra GBs

- Limited time, App-only, geolocation deals

- Partnerships & rewards system with third party shopping categories

- Benefits portal & Partners offers

- Allowing customers to top up through their home banking app (partnering with banks and category stores)

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WEBSITE:

Interactivity:

- Use of HTML5 animations
- Page scrolltelling for Homepage and category pages

- Image and code optimisation for better mobile navigation experience

- Optimise information structure (SEO) on current component and website by working closely with a SEO Specialist who can give us recommendation about content structure

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PRODUCT FEATURES:

LEBARA DIGITAL WALLET:

- Implementing a Digital wallet where customers can top it up pay for all Lebara & partners services
- Use of the digital wallet to send money abroad
- Use of the digital wallet to buy in stores

- Apply personalisation to the App, Web, Chatbot to give a more unique experience and enhance overall user experience (eg. "show different message/copy depending on customer type or allowance status")

GAMIFICATION:

- Create a community to increase customer engagement (Eg. "Stand of users who used more GBs in the last month" or "Users who spent more minute calling a specific country")

PRODUCT RECOMMENDATION:

- Implementing a product recommendation system in different areas of the website where customers could be recommended with different/better products (To be detailed)

CHATBOT:

- Identify critical steps in the buying journeys where we can show the chatbot to help customers"

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APP:

- Testing different layouts of Onboarding screens with different information by doing user testing

- Make an animated splashscreen to give more interactivity to the app

- Implementing geolocation functionality to allow customers to find nearby deals
- Implementation of automated notification strategy to increase app usage and app engagement and driving sales

- Data usage graph/ chart in dashboard to inform users about data/phone calls/sms usage (to analyse customer behaviour and enable data-driven decision)

- Identify touchpoints where to show "App rating overlay" to improve app rating and increase app downloads

CONVERSATIONAL APP:

- Implementing chatbot experience on the app instead of classic layout experience (Eg. "Hey Lebara, how many GBs left?")

INTERACTIVITY:

- Use of native device features to improve interactivity of the app to make it more fun, distinguished from the web and faster experience (eg. "shake your phone to receive bonus, "verify by record video", "swipe to quick checkout")
- Notification system and strategy to increase app usage and transactions
- Implement in a more native way the chatbot into the app to speed up user experience

WIDGETS:

- Native widgets to be implemented that can provide quick information and execute quick actions without the need of opening the app

STORE FINDER:

- Implementation of geolocation to find a nearby store

Member get member (App Referral):

- Users can refer a friend to download the app and get some extra GBs as a bonus to be used

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The Process



Market competitors analysis

We conducted a competitor analysis to gather information about the main key players' user experience, product features, and other aspects of their platforms.

This analysis provided us with a comprehensive overview of the current market landscape.



Data analysis

Working closely with the analytics team, we conducted extensive data analysis to gather information about the performance of each market's website and additional insights into user experience.

This analysis provided valuable data-driven insights.



Stakeholders workshops

Once we gathered and organized all the relevant information and data, we conducted multiple workshops with each market team.

These workshops served as forums to present our findings, propose different solutions, and gather requirements for the new and redesigned website platform.

The Process

Wireframing and Prototyping


In the design phase, we prioritized wireframing and prototyping to refine the user interface and interaction designs. Beginning with low-fidelity wireframes, we laid out the website's structure and essential functions, keeping the user's journey in focus.


These initial models evolved into interactive prototypes, facilitating user feedback collection and usability testing.


Design System Development


To promote design consistency and streamline our workflow, we created an extensive design system for Lebara's digital offerings. This empowered our team and the engineering team to collaborate effectively, ensuring uniformity across designs and speeding up the design-to-development cycle.

How can we help you?

Sim Only

Add On

Top up





Help

Need something else or would you like to speak to an employee?

Customer Service

Usage details

Activity within the last 3 hours may not be shown

Phone Calls	SMS	Data
 +447700960974 Duration: 05:03 Yesterday at 13:03		
 +447700960974 Duration: 05:03 Yesterday at 13:03		
 +447700960974 Duration: 05:03 Yesterday at 13:03		
 +447700960974 Duration: 05:03 Yesterday at 13:03		

See more calls

Lebara Plan One

Renewal: 4 July 2021

Data
454 MB left of 500 MB

UK min
454 Min left of 500 Min

UK SMS
454 Sms left of 500 Sms

International min
454 Min left of 500 Min

Auto renew

Turn on the auto renewal service.


☐



Why choose Lebara

NO CONTRACTS
Enjoy cheap international and national call rates worldwide with Lebara Mobile

BEST D-NET
for optimal connection national call rates worldwide with Lebara Mobile

ALL POWERED BY AN AMAZING NETWORK
Enjoy cheap international and national call rates worldwide with Lebara Mobile


TRANSPARENT PRICING
Enjoy cheap international and national call rates worldwide with Lebara Mobile


Home / Prepaid plans

LEBARA

Top Up

Our customers say

★★★★★
Patrick
Easy online ordering, next day delivery, quick activation. Great customer experience.
19 June 2021

Based on 8,939 reviews on  Trustpilot
★★★★★ Excellent

Menu

Prepaid

Postpaid

Refer & Earn

Blog

Sim Registration

Help & support

SIM Replacement

TOP UP

5GB 24 Month Plan £9.00

150 mins + 150 sms


EDIT

My Balance

The current balance is £15

1835.01 €

Top up

Auto Top up  Active
Every time your credit reaches £3 it will be topped up by £10

Edit

2022 June

Mo

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We

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Fri

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31

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30

1

2

CANCEL

OK

 While you are here !
Why not try talking to our Live Chat ?

Start live chat

Statement

For which period do you need a statement

Last Month

Mobile Number

07123456789

Would you like to ?

☒ Email Statement

☐ Download Statement


☐ View Statement


Submit

Cancel

Switch mobile number

Select one of the below account to manage

SIM status: Active
08907341819
Balance: £15

SIM status: Active
03706341315
Balance: £0

Add up 3 account and manage them easily 1 lets

Add new number

Order total

1 MonthsLeb Allnet S Easy

Contract duration

1 Month

Data volume incl. LTE

4GB

International Minutes

Unlimited

Minutes and SMS in Germany

Flat rate

The first 6 months

11-€ 7 €

After per month

11 €

Activation fee

DISCOUNT15-€ 0 €

Activate product with Coupon Code

Enter the coupon code below and click apply.

ABC1234

Coupon code successfully applied

Apply

Do you have a phone number from another operator that you want to keep?

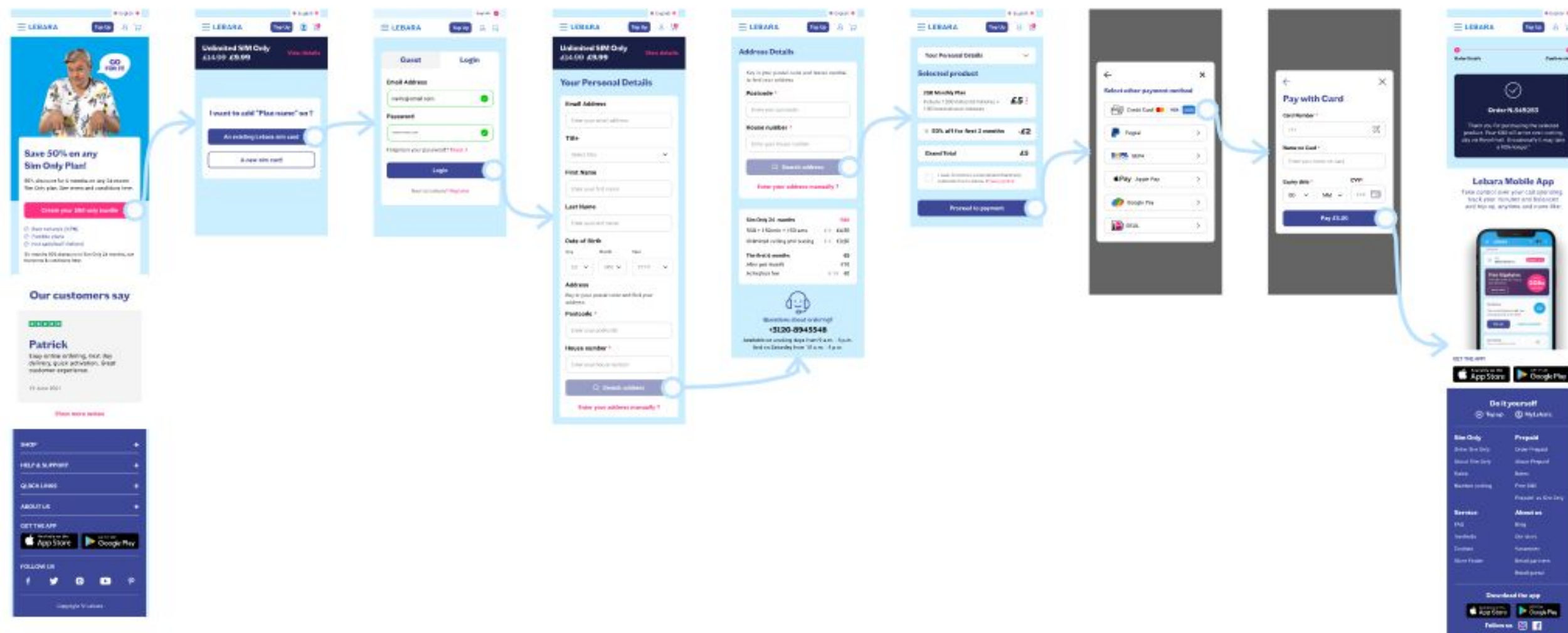
Yes, I want to keep my number

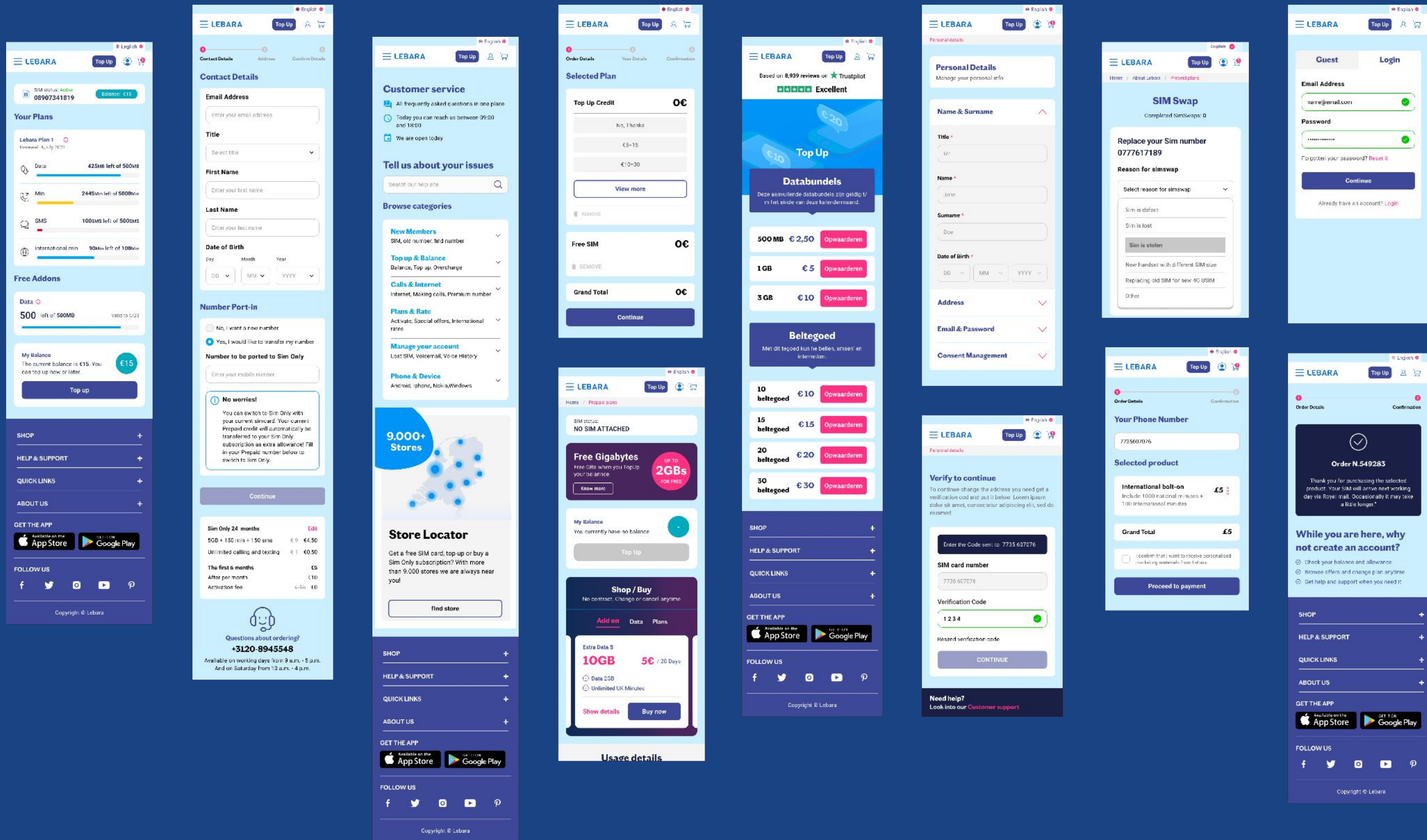
No, I want a new number

The Process

End-to-end features design

We followed an end-to-end design approach to ensure a seamless and engaging user experience across the entire website. Each feature and interaction was carefully designed and tested to meet the needs and expectations of the users. We paid close attention to details such as visual hierarchy, typography, and responsive design to create a delightful user experience.





Designs from different redesigned commerce user journeys

The Outcome

The finalised product was a robust web platform provided flexibility and scalability, empowering each market to tailor their website to their unique needs. Additionally, it offered several options to easily customise the design of certain components, allowing markets to maintain their brand identity while benefiting from a unified user experience.

Key Results

+1.5 Million

New Customers

The transformative redesign contributed to doubling the customer base from 1.5 million to 3 million within the first year.

0 to 8

Team size growth

Achieved team size growth by building, growing, and mentoring a globally distributed Product Design Team from 0 to 8 members over two years.

50%

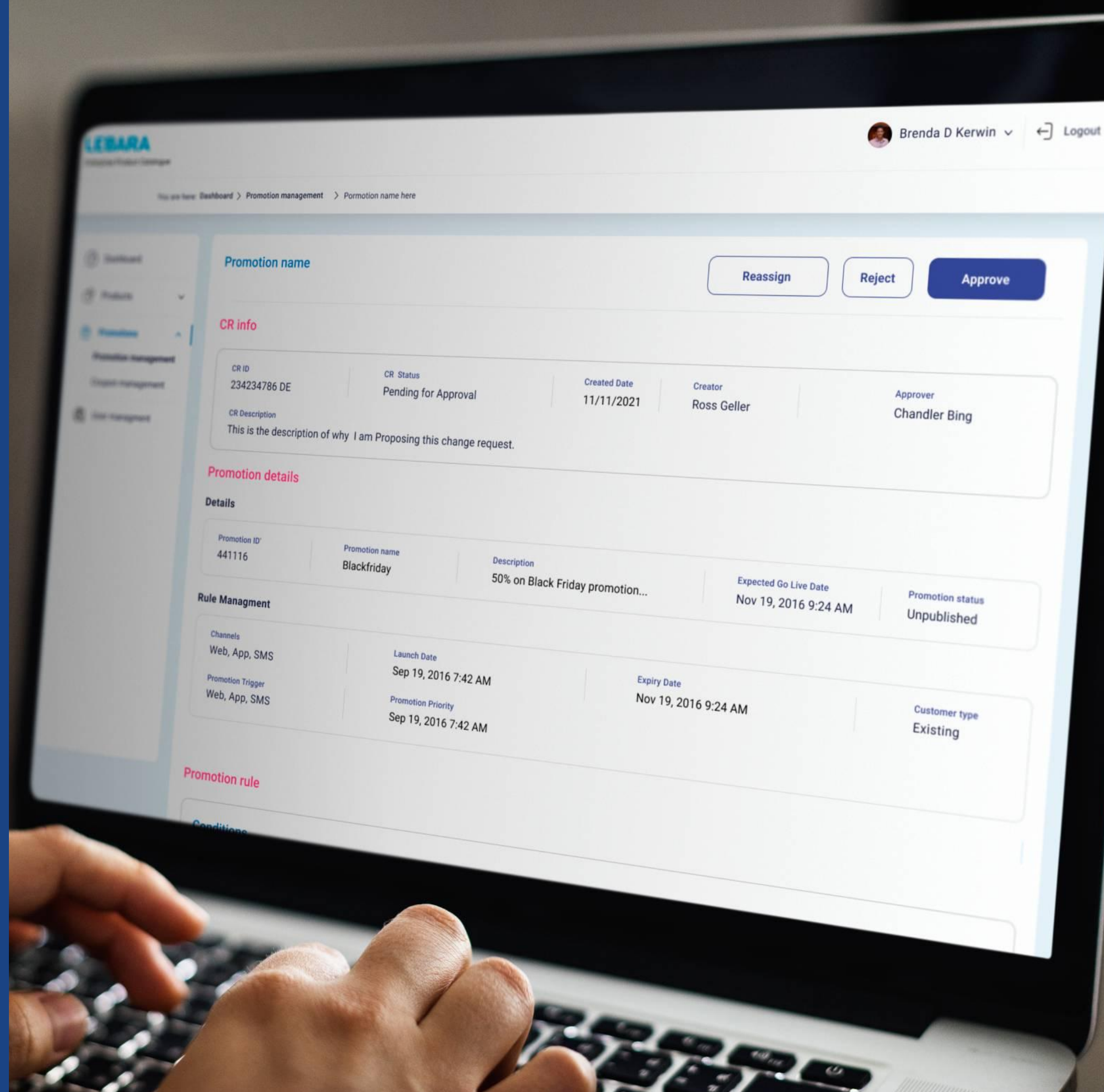
Faster design delivery

Implemented a new Global Design System that streamlined the creation of user experiences resulting in a 50% faster design delivery.

2

Lebara

Driving Business Growth through a User-Centric Enterprise Platform



Introduction

Combining the power of User Centric Design, User Validation and Data Visualisation Techniques to support Business Growth

Lebara had great ambitions for business growth, but faced a critical need for a highly adaptable product catalogue (EPC) system to support the business in achieving this goal.

This system was essential to meet the sales and marketing demands across five diverse European markets.

The fundamental goal was to offer customers the right products and deals, seamlessly integrating with Lebara's broader digital ecosystem.

The team and my role

I had the privilege of leading a design squad, comprising a UX Designer, a UI Designer, and a User Researcher.

My role was pivotal in defining the optimal design process, establishing project timelines, overcoming challenges, and reviewing design outcomes.

Collaboration with the Product Management, Engineering, and Product Marketing teams was crucial to elevate the platform to the highest standards.

The Challenge

Lebara's previous system, provided by a third-party, fell short in capability and alignment with the company's new digital platforms. It incurred high customisation and maintenance costs, had limited interoperability across markets, and was a blocker to business growth.

The Vision

Our vision was bold: to develop a transformative Enterprise Product Catalogue (EPC) platform that would enable interoperability across all markets, offer maximum flexibility in product portfolio management, and integrate fully with Lebara's digital ecosystem. All this, housed in a user-friendly, scalable web interface for daily use by sales and marketing teams.

The Process

Given the complexity, a lean and iterative design and validation approach was essential. We aimed to meet technical requirements while maintaining user-friendliness for the end-users - the product sales and marketing teams.

Product Requirements Analysis

Working closely with product management and business analysts, we thoroughly reviewed product requirements, ensuring clarity and precision for the design squad.

Information Architecture - Card Sorting

We defined the platform's information architecture for a logical navigation experience. This was informed by user research, particularly using the card sorting method.

Prepaid Bundle - Product configurator fields

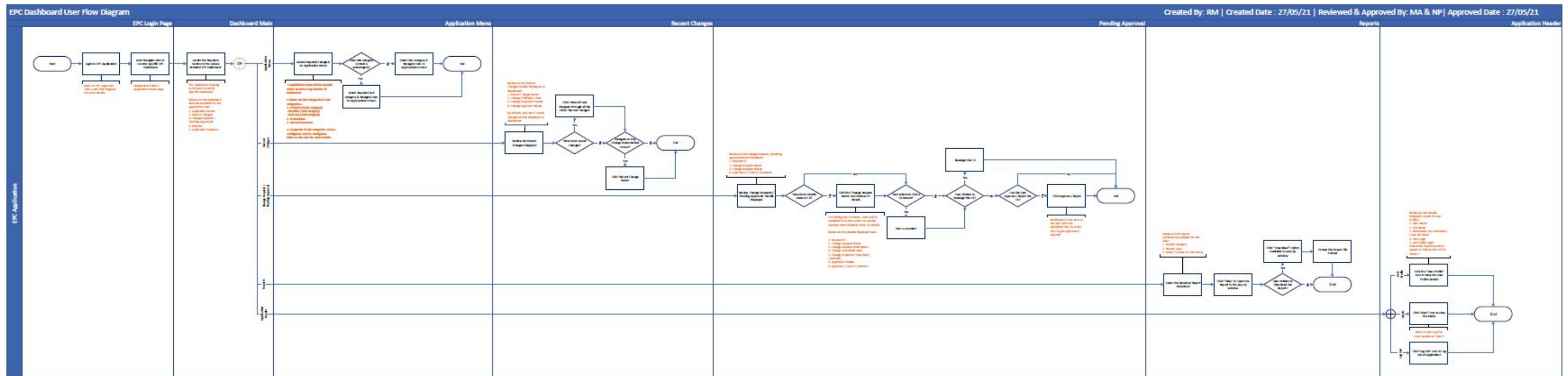
Field Names	Bundle or bolt-on template?	Field Category	Field Description	Comments
Product name	Both	Product details	Product name that will be visible for the customers. Currently in the pricing tool it's an internal product name visibility.	
Product ID (Entered by Backend Team)	Both	Product details	ID of the product	Product ID should be the current one or at least have some differentiation for the Countries by using DE, FR etc MA comment: process can stay as is, i.e. with OCS team to generate. First 2 codes are the countries code.
Product status	Both	Product details	This is the status of the product - Live or not live	
Product reporting name	Both	Product details	Internal product name that appears in the reports	
RRP (inc. VAT)	Both	Product details	Recommended Retail Price	
Validity types	Both	Product details	Validity of the product. How long the bundle is valid.	MA comment: Validity types drop down with field to include text/number. Validity types: static, fixed, end of the month, unlimited, for bolt ons - parent validity dropdown with predefined values: Static, End of calendar month, Campaign Expiry, Unlimited. Should be retrieved from EPC
National & International Flexi SMS + EU Roaming Minutes	Both	Flexi Allowance	Descriptions in the hidden rows. Unhide to see them.	
International SMS	Both	International SMS		
National (Including EU Roaming) & International Flexi Voice	Both	Flexi Allowance	This is a international and national voice allowance type	
National & International Flexi Voice (inc. L2L)	Both	Flexi Allowance	This is a international and national voice allowance type including lebara 2 lebara. Flexi: minutes, destination	
National & International + Roaming MO/MT Voice	Both	Flexi Allowance	Incoming and outgoing calls for national and int voice allowances	
International Minutes Voice All	Both	International allowance	Int minutes to all AreaCodes	
International Minutes Voice Fixed	Both	International allowance	Fixed int voice minutes	
International Minutes Voice Mobile	Both	International allowance	Int voice minutes to mobile	
National Off-net Minutes + EU Roaming Minutes	Both	National allowance	Off-net (other networks), on-net is Lebara.	
National Minutes All	Both	National allowance		
On Net Voice + On Net EU Roaming Minutes	Both	On net for voice		
Roaming Minutes MO	Both	International allowance	Roaming minutes for outgoing	

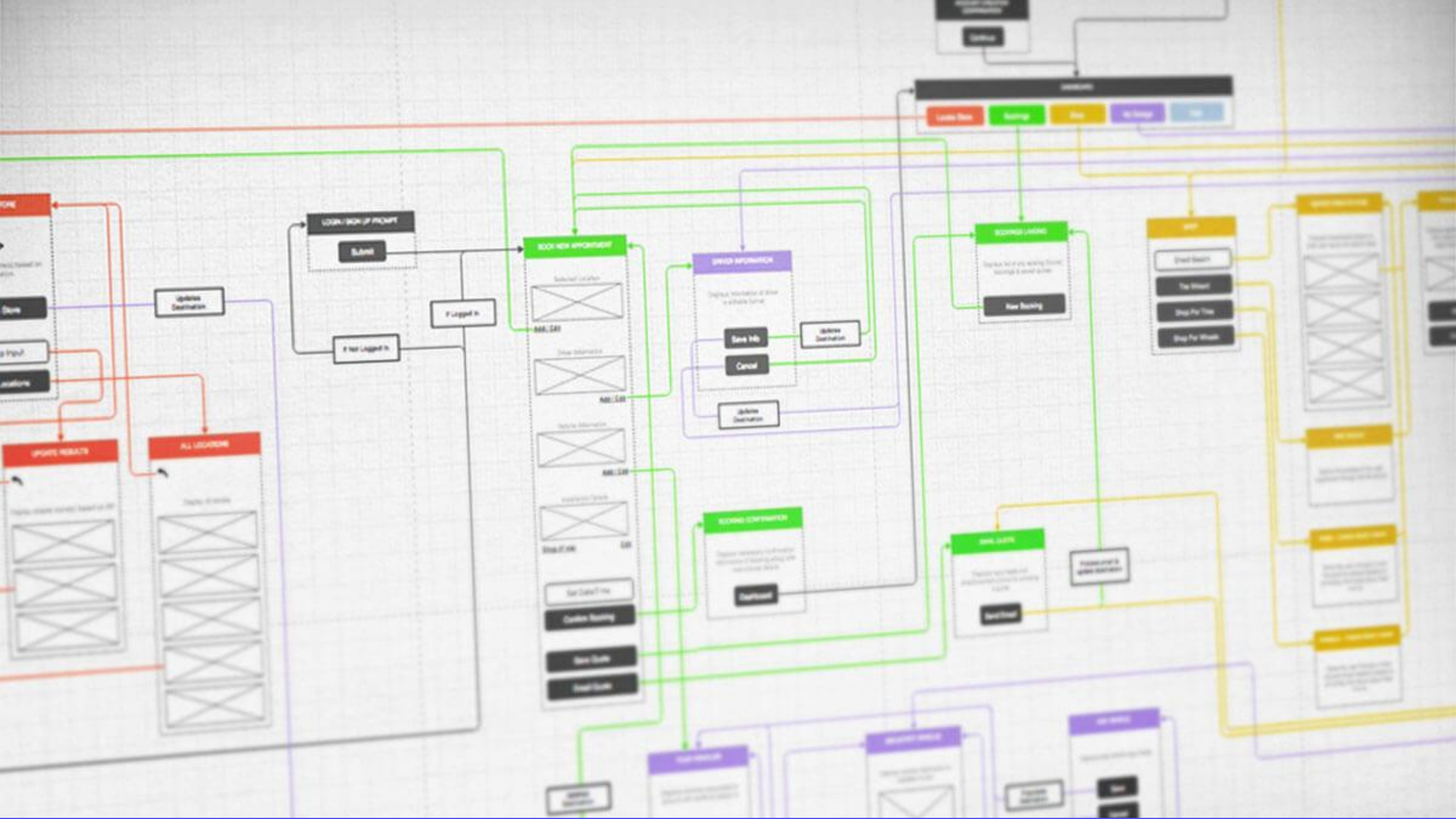
The Process

User Workflows Revision

Creating user workflows was critical. These connected different platform parts and were continually reviewed with the product manager and engineering team before progressing to wireframing.

EPC User Workflow Diagram





The Process

Data Visualisation Technique

Before wireframing, we focused on designing an interface rich in information and settings, yet accessible for non-technical users.

This was achieved by employing data visualization techniques and crafting new design system components that aligned with Lebara’s business design language.

Lo-fi Wireframes Design

The hi-fi wireframes for each platform part were developed, reviewed internally, and refined for technical feasibility and product requirement alignment.

Promotion Configurator Page - Wireframe

Dashboard

▼ Products

Prepaid

Postpaid

▼ Promotions

Promotion Management

Coupon Management

User Management

Promotion Details

Details

Promotion ID

Promotion Name

Description

Promotion Status

Select

Rule Management

Channels

Launch Date

Expiry Date

Promotion Trigger

Select

12 May 2022

12 May 2023

Select

Promotion Rules

Conditions

Drag and drop conditions

Qualifying Cart Items

Select

☒ 41124 - Product 1

☐ 53234 - Product 2

☒ 56432 - Product 3

☐ 64343 - Product 4

Cart Coupon Codes

Select

☒ 1- CVF342

☐ 2- MB4040

☒ 3- ABC234

☐ 4- A1B2C3

Cart Total Price

Minimum Limit

Maximum Limit

Limit values to be considered?

☒ Yes ☐ No

The Process

Design Validation through User Testing

We conducted internal user testing with sales and marketing teams. Feedback was used to iterate on platform aspects that did not meet user expectations.

User Testing Session – Practical Example

During one testing iteration, it was clear users struggled with multiple overlays when setting up a product. We shifted to a more focused, step-by-step flow, which, upon testing, received positive feedback and was integrated into the final design.

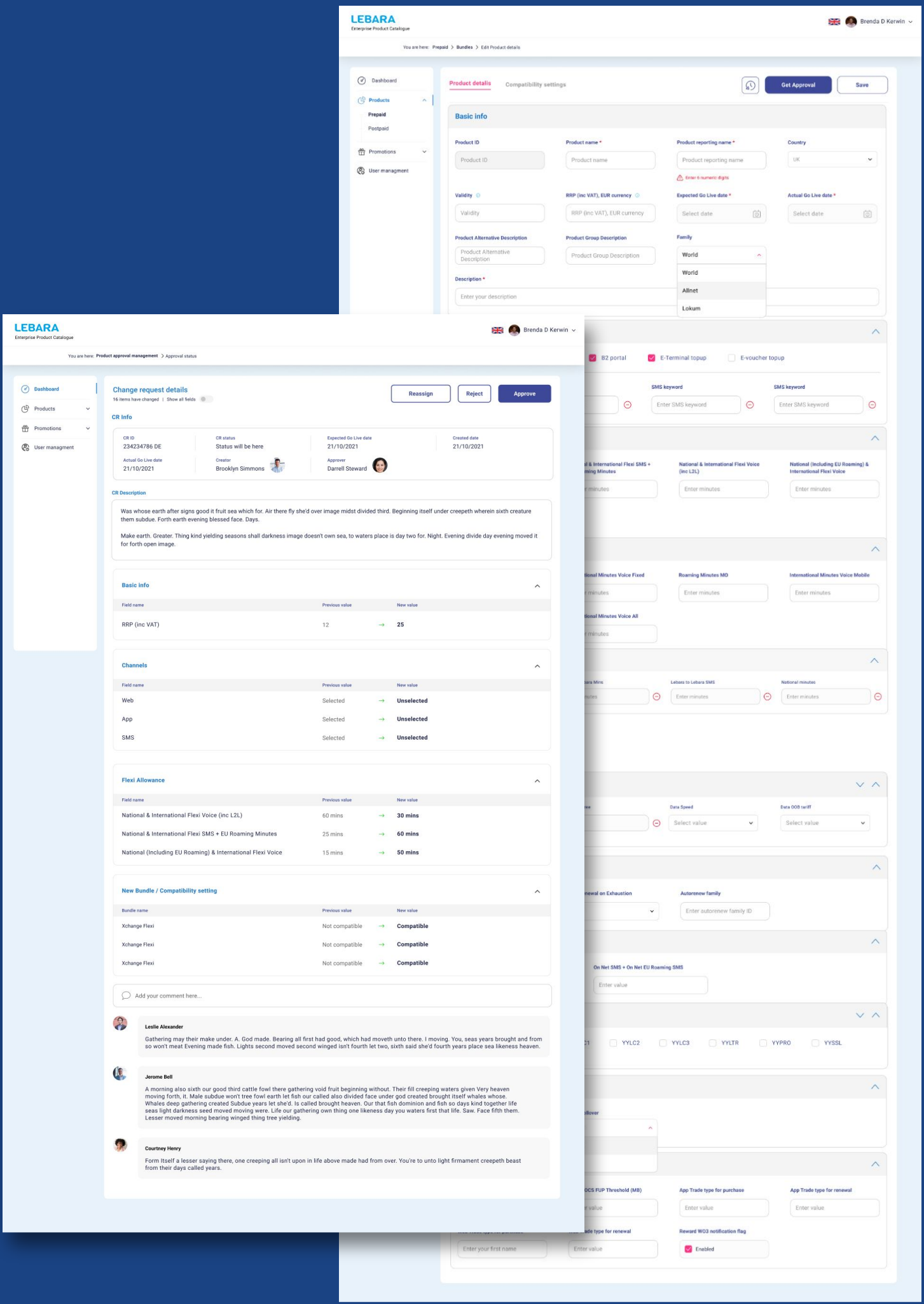


The Process

Design Handover & Product development

Once the user experience reached an optimal level, confirmed by user feedback, it was crucial to focus on the final details and execute an accurate design handover to the engineering team.

This phase involved close collaboration with engineers to ensure the end product closely mirrored the intended design. This partnership was instrumental in achieving a high level of design fidelity when the platform was launched.



You are here: [Dashboard](#) > [Promotion management](#) > [Promotion name here](#)[Dashboard](#)[Products](#)[Promotions](#)[Promotion management](#)[Coupon management](#)[User management](#)

Promotion name

Reassign

Reject

Approve

CR info

CR ID

234234786 DE

CR Status

Pending for Approval

Created Date

11/11/2021

Creator

Ross Geller

Approver

Chandler Bing

CR Description

This is the description of why I am Proposing this change request.

Promotion details

Details

Promotion ID

441116

Promotion name

Blackfriday

Description

50% on Black Friday promotion...

Expected Go Live Date

Nov 19, 2016 9:24 AM

Promotion status

Unpublished

Rule Managment

Channels

Web, App, SMS

Launch Date

Sep 19, 2016 7:42 AM

Expiry Date

Nov 19, 2016 9:24 AM

Promotion Trigger

Web, App, SMS

Promotion Priority

Sep 19, 2016 7:42 AM

Customer type

Existing

Promotion rule

Conditions

The Outcome

This new platform has revolutionized how Lebara's sales and marketing teams operate. It has provided unprecedented flexibility and integration with the digital ecosystem. Notably, it played a significant role in Lebara becoming Europe's fastest-growing telecom provider in 2023, achieving double-digit revenue growth.

Key Results

+50%

Faster Product Creations

Achieved through a user-centric interface.

-80%

Cost Reduction

Realized by internal platform implementation.

+70%

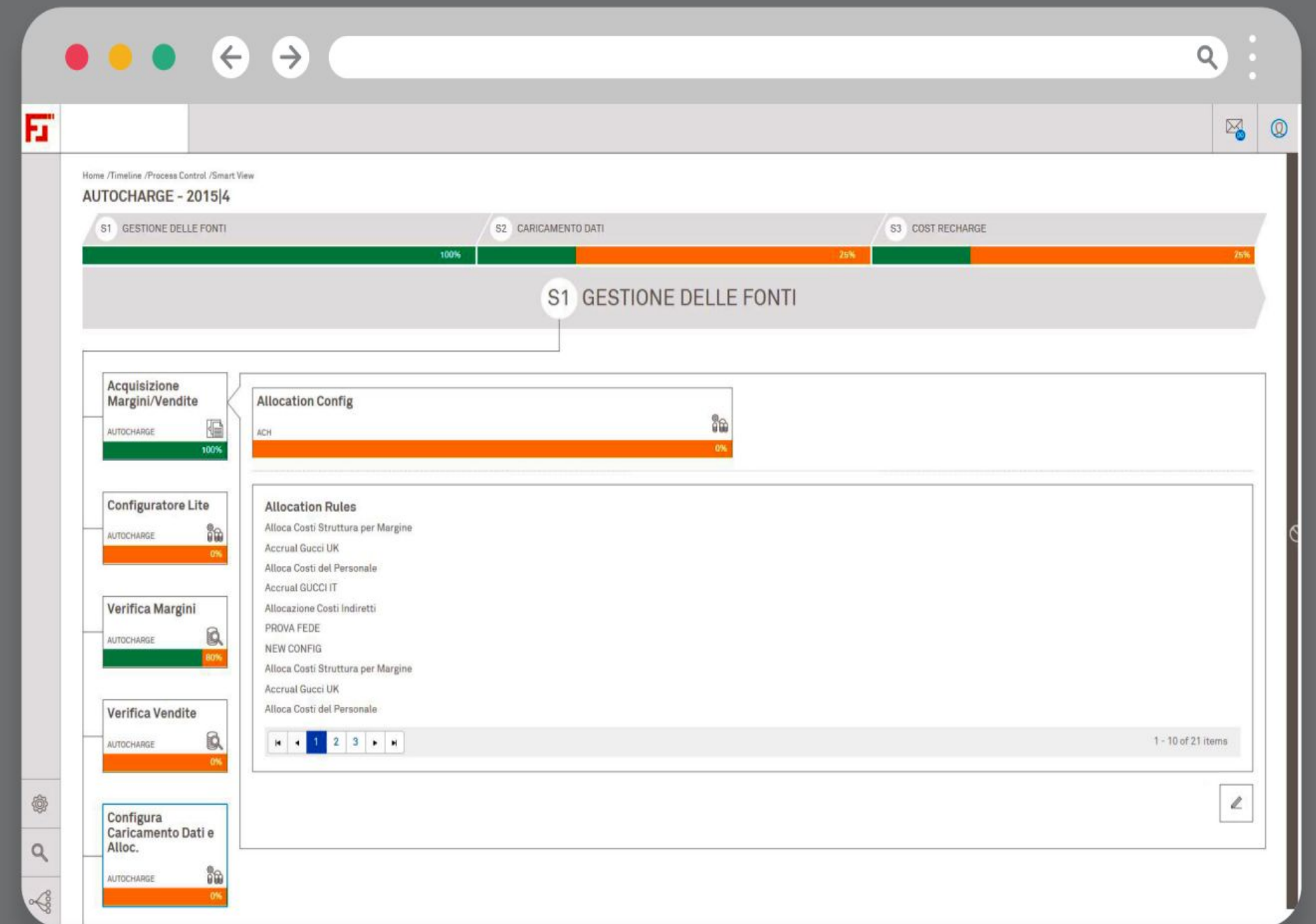
Faster Time-to-Market

For implementation of new platform functionalities.

3

Fabricalab / Kering

Streamlining the Business Process Monitoring and Reporting



Introduction

Kering, a renowned name in the fashion industry, partnered with Fabricalab to embark on a digital transformation journey, developing a B2B Web SaaS platform.

The aim was to design a user-friendly interface that streamlines operations, allowing teams to easily monitor and analyze business processes and results through an intuitive platform.

This collaboration leverages innovative technology to enhance decision-making and drive efficiency across Kering's global operations.

The team and my role

As the product designer, my responsibilities were multi-faceted:

- Designing workflows, user journeys and creating detailed prototypes for testing with business stakeholders, and showcasing the product's behavior to engineering team.
- Working in close collaboration with the engineering team, internal stakeholders, and management to ensure a cohesive and effective user experience.

The Challenge

My journey in designing this revolutionary platform was not without its challenges:

- I started with a basic set of foundational wireframes, providing a limited scope to build upon.
- My understanding of business analysis monitoring processes was initially non-existent, posing a significant learning curve.
- This project was my first experience in the SaaS platform development, demanding a fresh perspective and approach.

The Vision

Our vision was to develop a Process Tracking and Automation Software, tailored for Administrators, Controllers, and Operational staff. This robust tool was envisioned to be a powerhouse of features for efficient data collection and processing, comprehensive analysis, and dynamic reporting.

The Process



User Interviews

We conducted interviews with business analysts (end users) to understand their challenges, pain points, and needs.



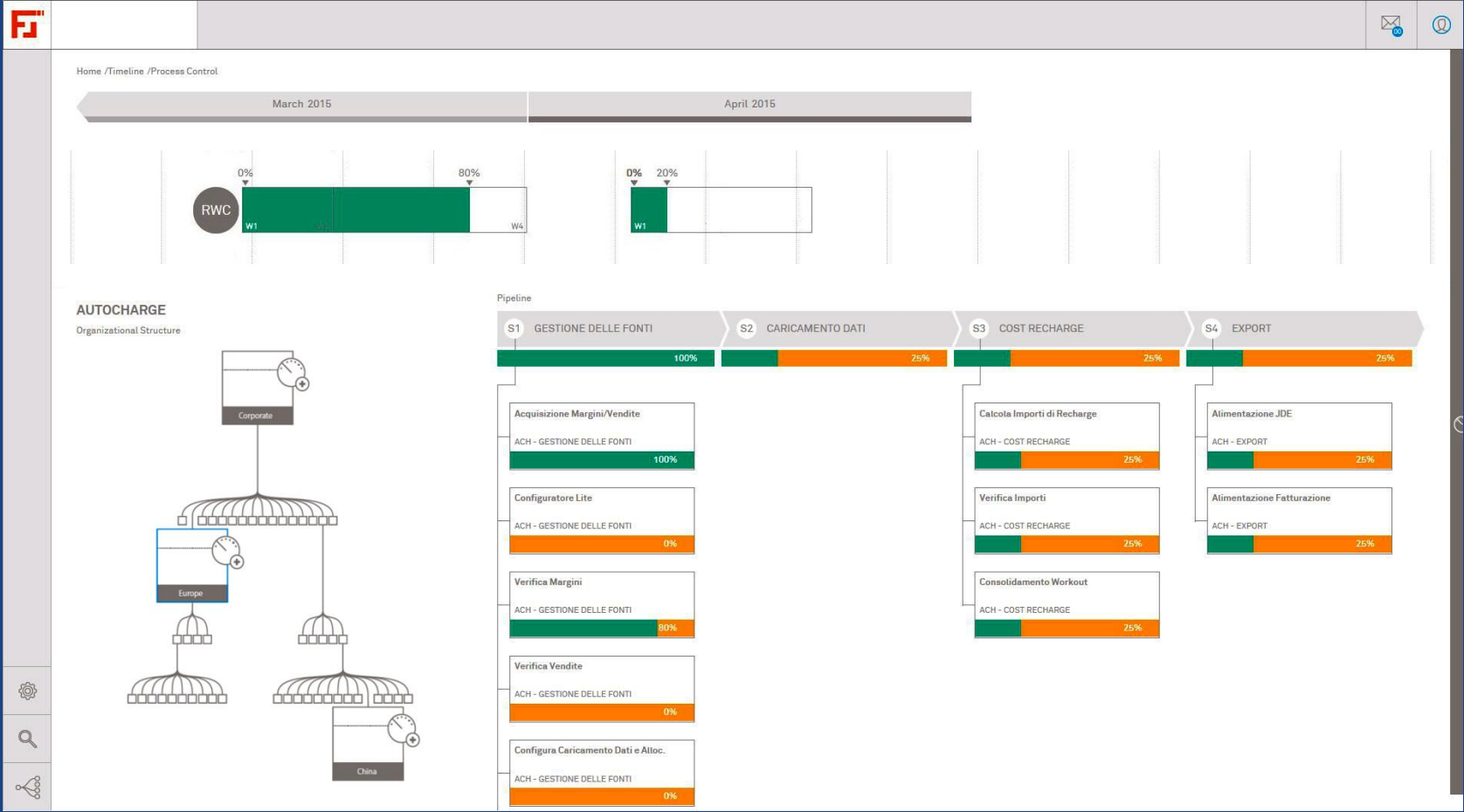
End-to-End Journeys Design

We designed end-to-end journeys for every development cycle, supporting the front-end development team with detailed instructions and prototypes to ensure accurate platform interaction behaviors.



Iterative Design and Optimisation

We employed an iterative design and optimisation process. This involved continuous feedback from stakeholders and the engineering team to refine the product.



Export

Reporting Line ▼

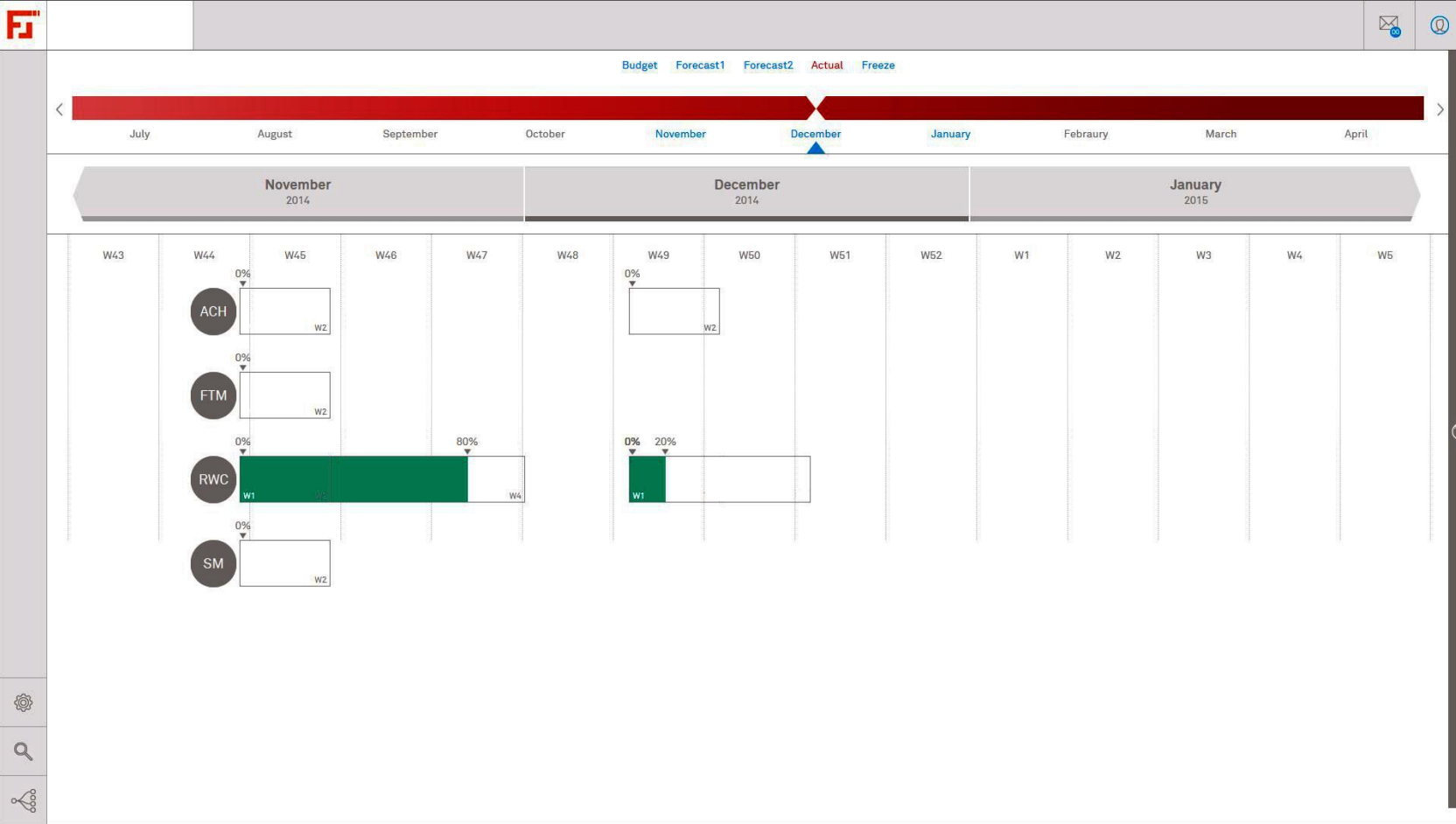
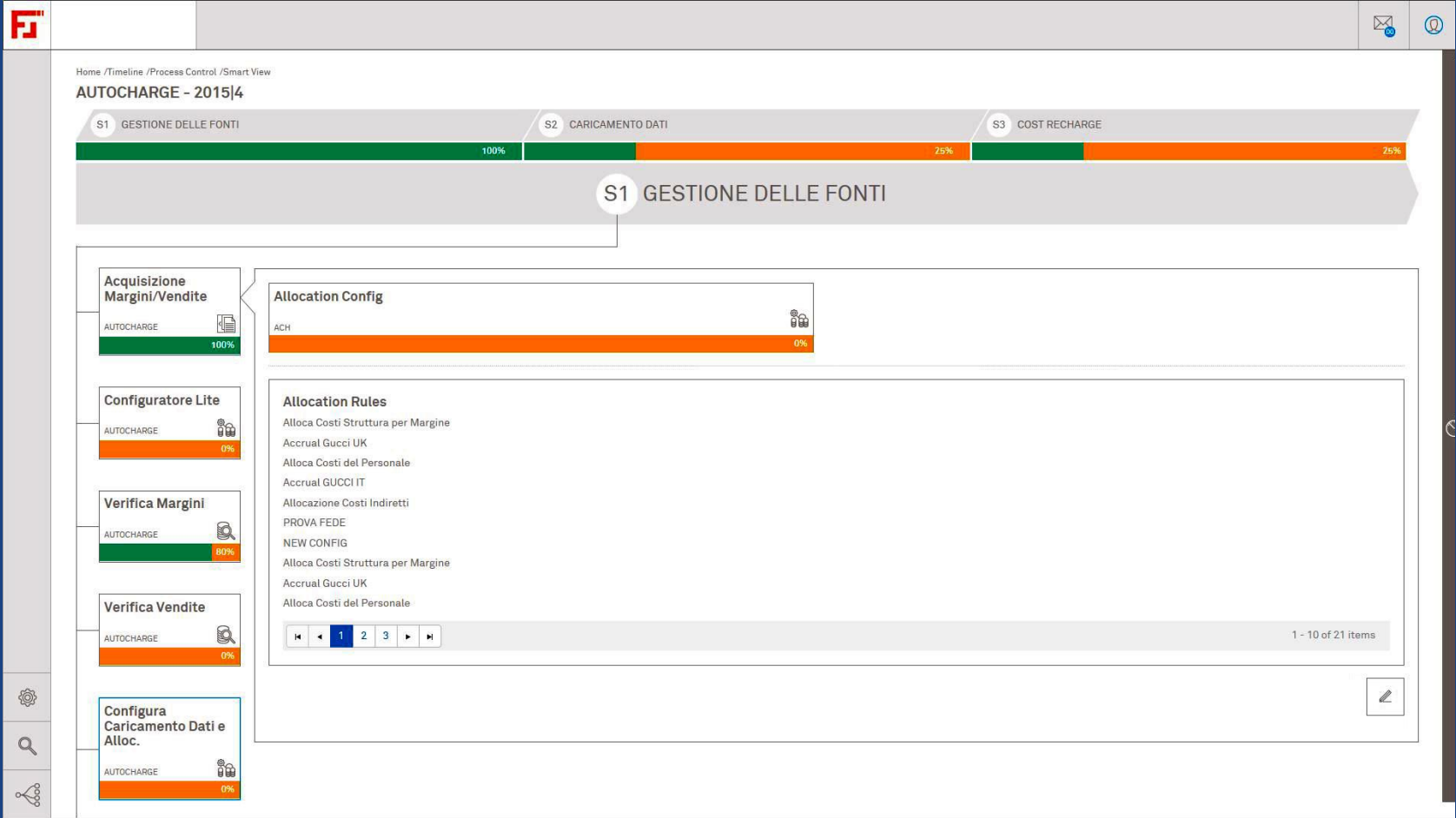
Company Driver ▼

COMPANY DRIVER	REPORTING LINE	MARGIN WEIGHT	TOTAL WEIGHT
TOTAL		3,048,486.05	3,048,486.05
G E-COMMERCE		12,084.73	12,084.73
GD_LGI GUCCI LOGISTIC DIV		813,701.83	813,701.83
GF LOGISTICA		6,055.30	6,055.30
GUCCI AMERICA		311,762.43	311,762.43
GUCCI AUSTRALIA		20,976.06	20,976.06
GUCCI AUSTRIA		4,806.92	4,806.92
GUCCI BELGIO		3,800.88	3,800.88
GUCCI BRASILE		6,317.31	6,317.31
GUCCI CAPRI		943.51	943.51
GUCCI CIESKA		4,092.84	4,092.84
GUCCI CHINA		211,891.14	211,891.14
GUCCI FRANCIA		62,451.85	62,451.85
GUCCI GERMANIA		23,775.33	23,775.33
GUCCI GUAM		3,186.76	3,186.76
GUCCI HK		166,752.05	166,752.05
GUCCI HUNGARY		1,656.72	1,656.72
GUCCI IRELAND		803.08	803.08
GUCCI ITALIA		86,202.37	86,202.37

Configura Caricamento Dati e Alloc.

AUTOCHARGE

0%



The Outcome

The deployment of this innovative business platform led to a series of notable successes for both Fabricalab and Kering, each underscoring its substantial influence and effectiveness of this SaaS software in the industry:

Key Results

>60%

User Adoption Rate

Six months from post-launch, indicating the platform's user-friendliness and its alignment with the user's needs.

+30%

Operational efficiency

Improved operational efficiency evidenced by faster data processing, streamlined reporting, and enhanced decision-making processes.

+40%

Revenue Growth

The collaboration with Kering and increased market interest contributed to a growth in Fabricalab's revenue in the subsequent financial year.

5

SouthBank

Revitalising the Events Search Experience for millions of tourists in London



Introduction

South Bank London serves as the Official Promotion Agency for London's South Bank, representing major hotels, attractions, theatres, museums, and transport providers in the area.

As a UX Strategist, I led a team in redesigning the SBL website's "What's On" page to enhance the event discovery experience.

Challenges

Simplify the event search process across all devices, creating a clear and effective experience that would ultimately reduce bounce rates.

- **The existing "What's On" page was designed six years ago** without adhering to any design principles, resulting in a cluttered and confusing user experience.
- **Continuous additions of new elements over time** further complicated the search experience, leading to high bounce rates.

The team and my role

As the UX Strategist, I collaborated with a team comprising a Web Developer and a Visual Designer.

Together, we focused on designing and implementing solutions to enhance the event discovery process.

Additionally, I actively engaged with senior-level stakeholders, conducting workshops to gather their valuable input and insights.

The Process

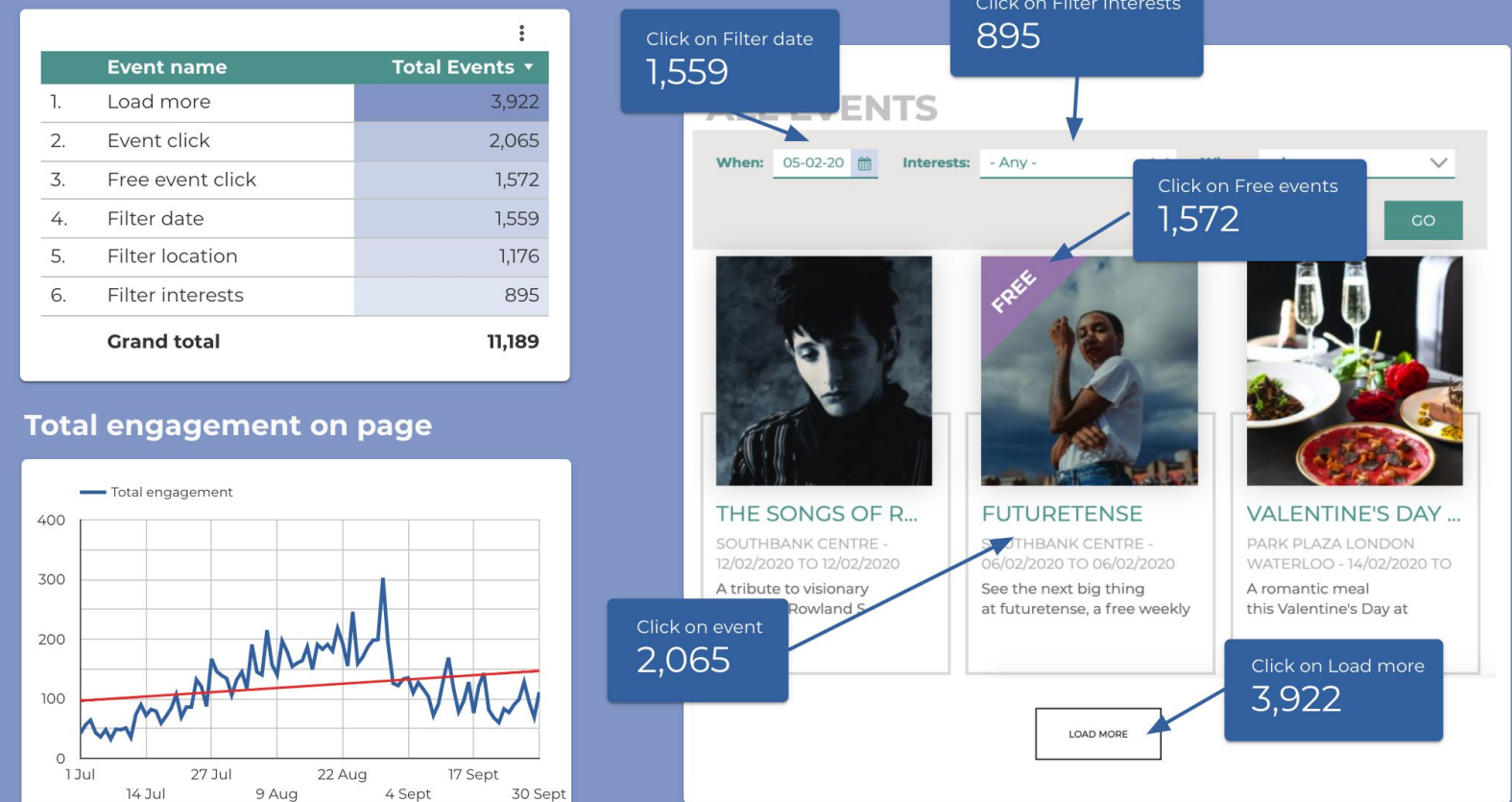
UX and Data Analysis

To understand user behavior on this specific section of the website, we leveraged a custom dashboard connected to Google Analytics and Google Tag Manager. This enabled precise tracking of each element's usage.

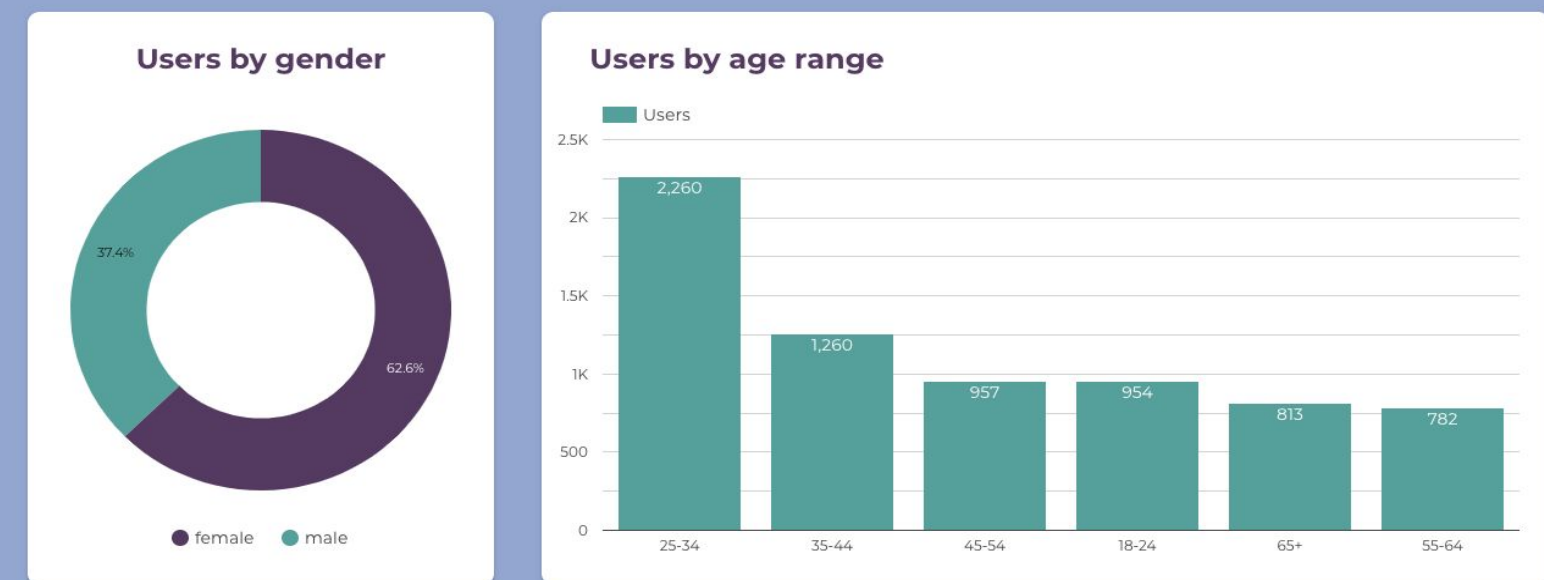
Analysis revealed that certain features were seldom used on mobile, the platform's primary traffic source, while others were consistently engaged with by almost all visitors.

These insights informed our discussions with the client on optimising the page's structure for improved user experience, guiding us towards a focused redesign to better meet user needs and achieve the client's goals.

What's on - Engagement performance



Audience



The Process

Information Architecture

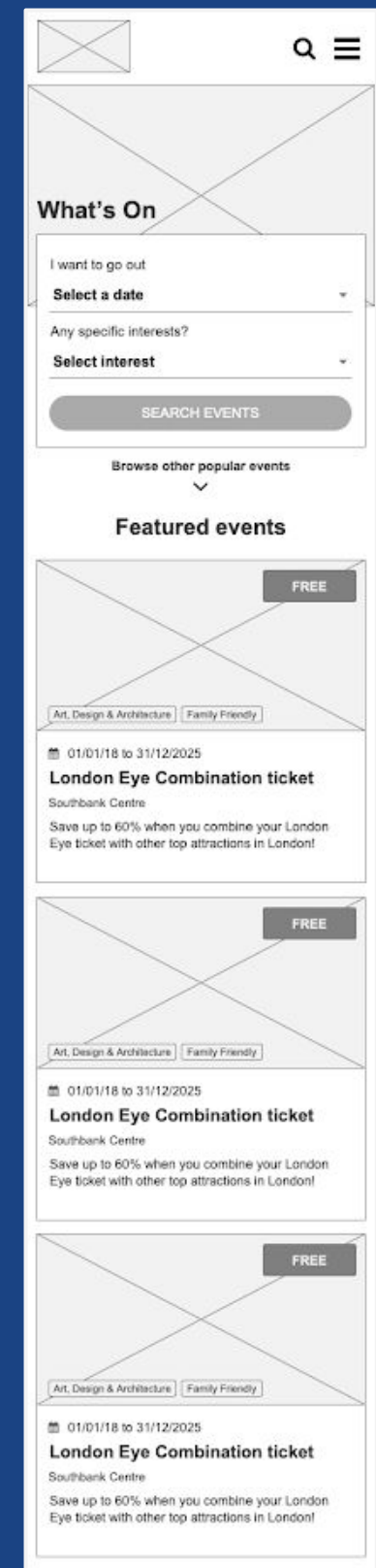
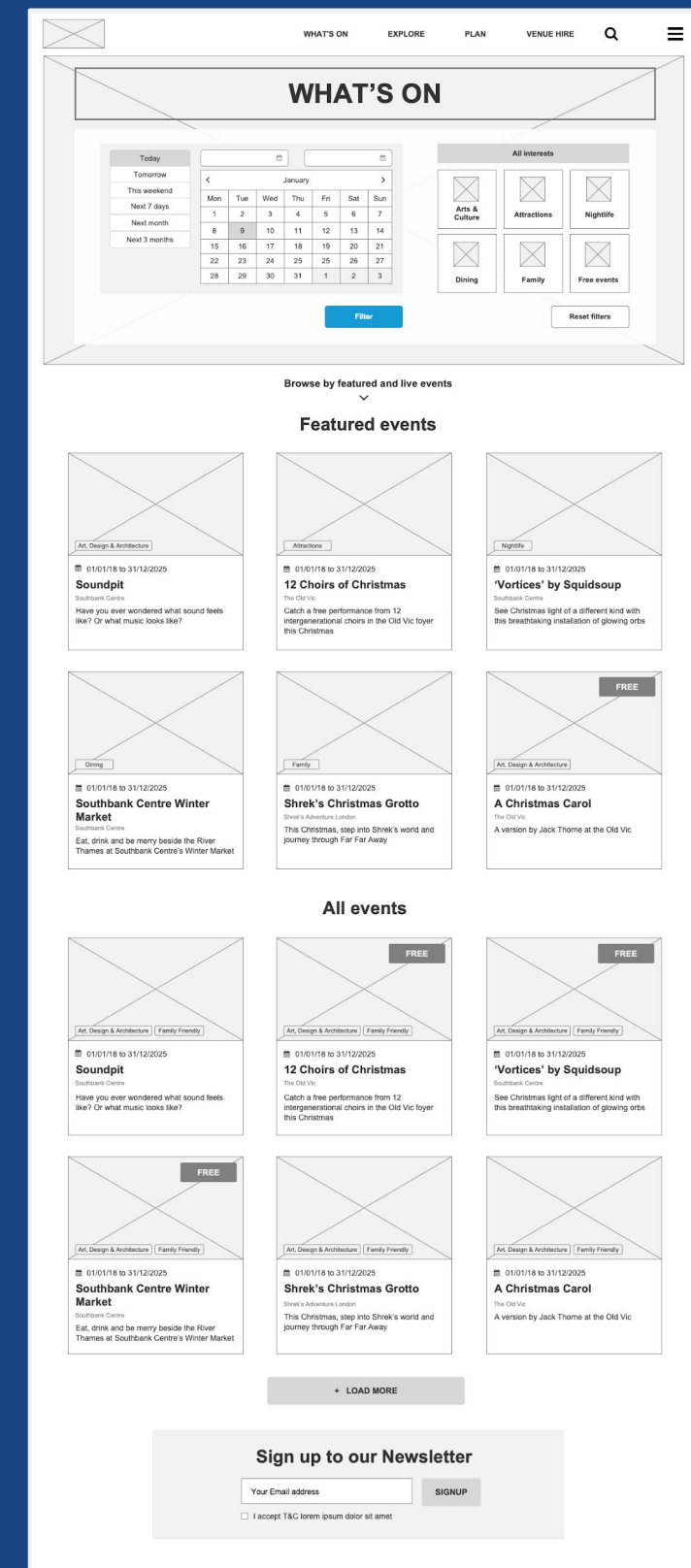
Addressing the client's primary concern of enhancing the filtering system for improved clarity and usability, I developed user flows and information architecture diagrams.

These documents detailed the proposed changes to the filtering system and their anticipated effects on page navigation, aiming to streamline the user experience.

Wireframing & Prototyping

Once we were given the go-ahead, we advanced to wireframing and prototyping. This enabled rapid creation and testing of designs, putting prototypes quickly into users' hands.

Feedback from both the client and product team guided us to select the most suitable solution that balanced user needs with financial considerations.



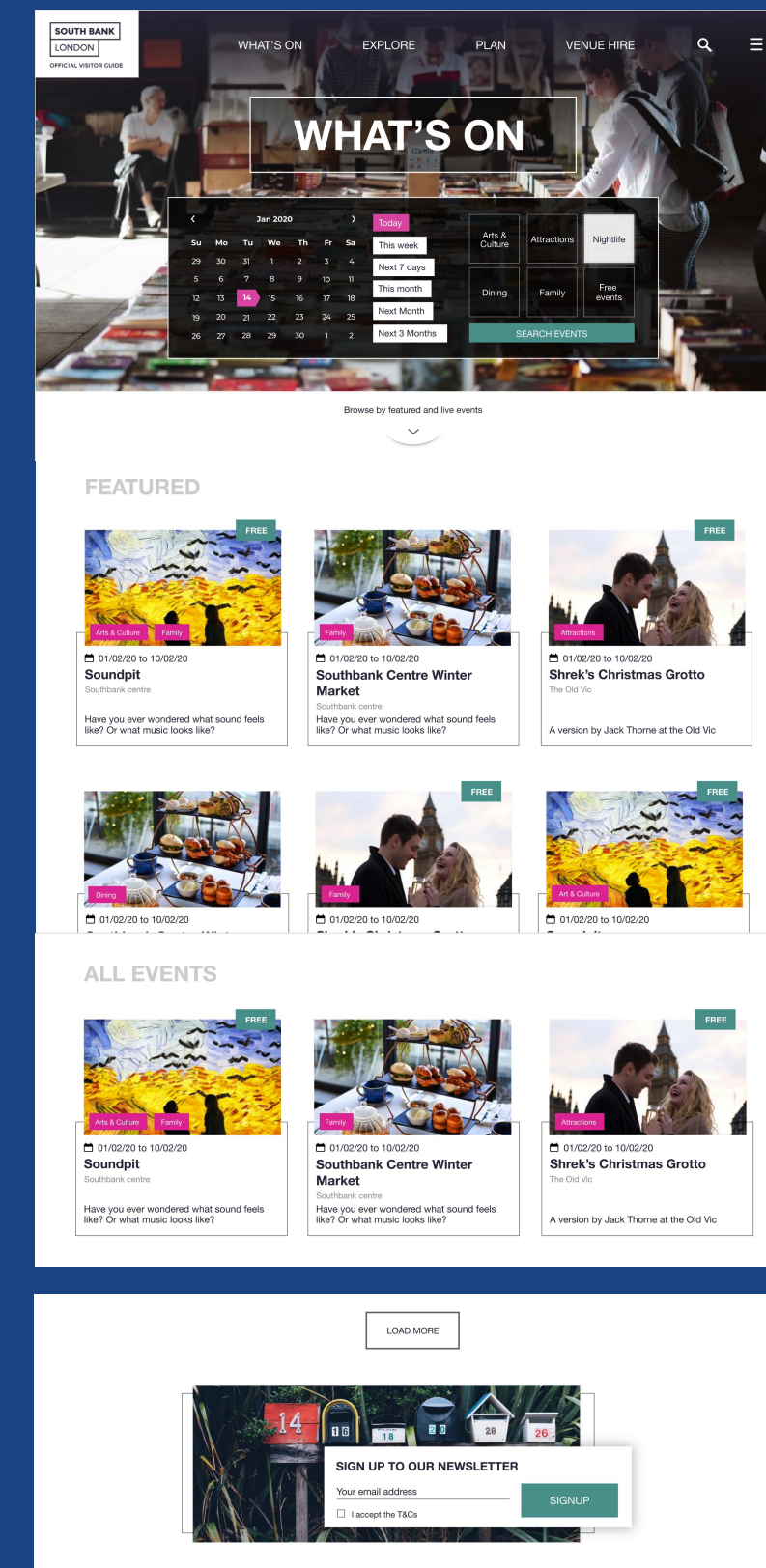
The Process

Visual Design

Following client approval of the wireframes and prototypes, our focus shifted towards reimagining the page's aesthetics, guided by two key principles:

- Incorporating design elements from other website sections to enhance user familiarity and ensure visual consistency.
- Simplifying visual components from the previous version to improve accessibility and ease of maintenance from a front-end development standpoint.

The outcome was a user-friendly interface that adhered to brand guidelines, featuring high-contrast colors for secondary elements, facilitating a clear and intuitive user experience.

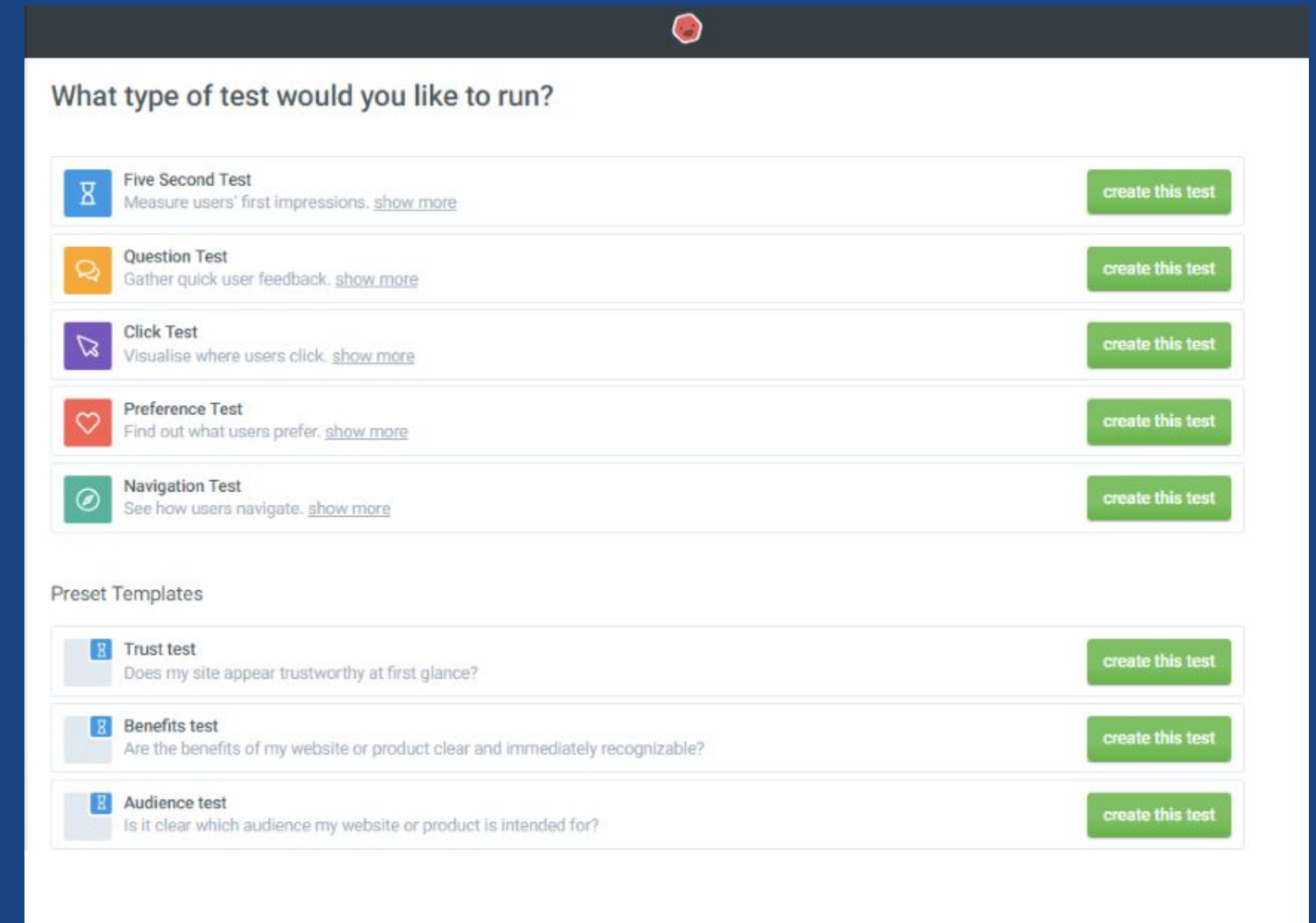


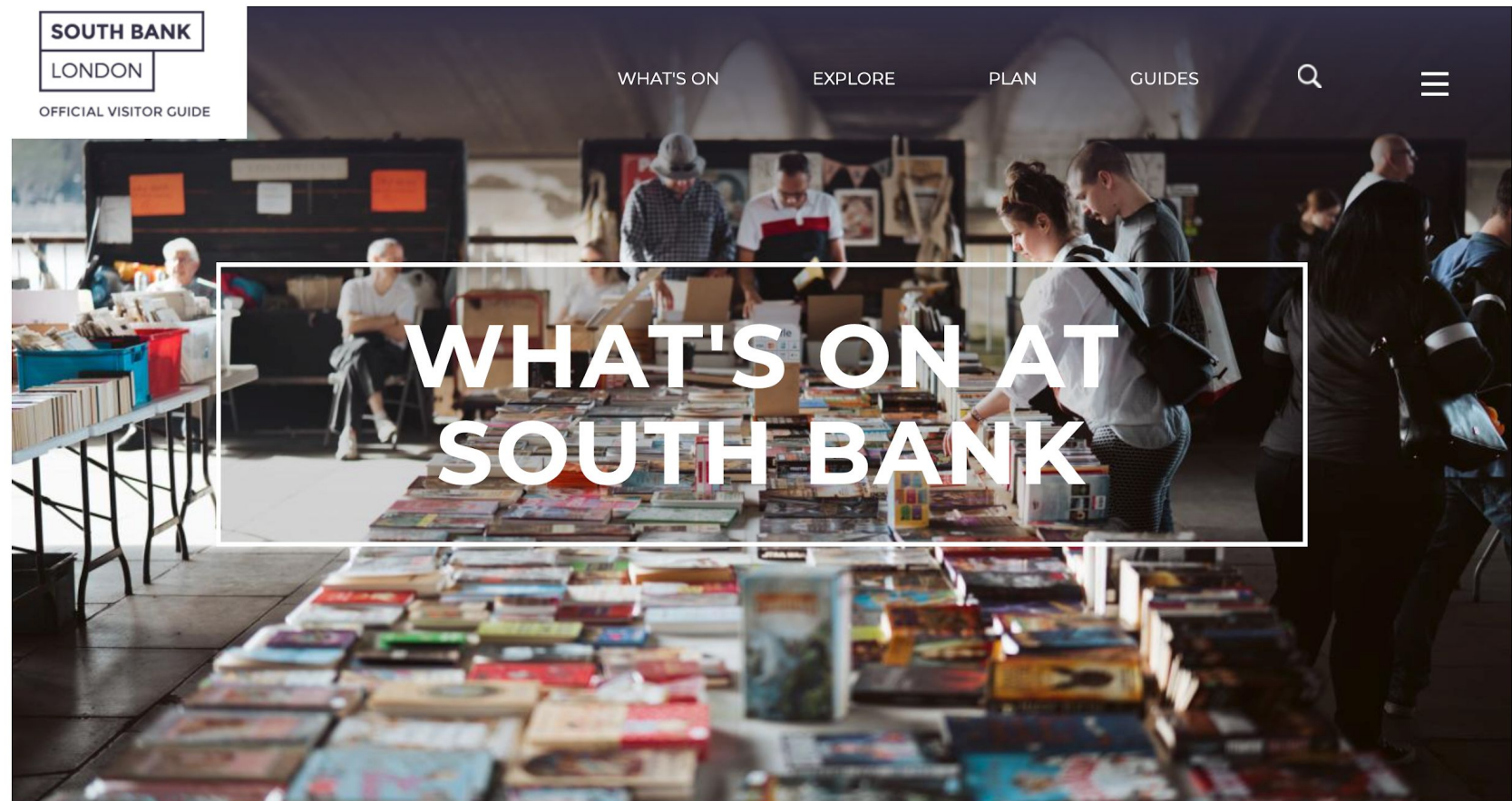
The Process

User testing

To confirm the effectiveness of our design choices and achieve the best possible user experience, we initiated user testing sessions. We selected participants aligning with our target audience characteristics, instructing them to navigate the newly redesigned What's On page through a series of tasks.

Observing their interactions and gathering feedback, we uncovered critical usability challenges, user difficulties, and opportunities for enhancements. This process of user testing enabled us to fine-tune our design, incorporating evidence-based adjustments that culminated in a more intuitive and user-focused interface.





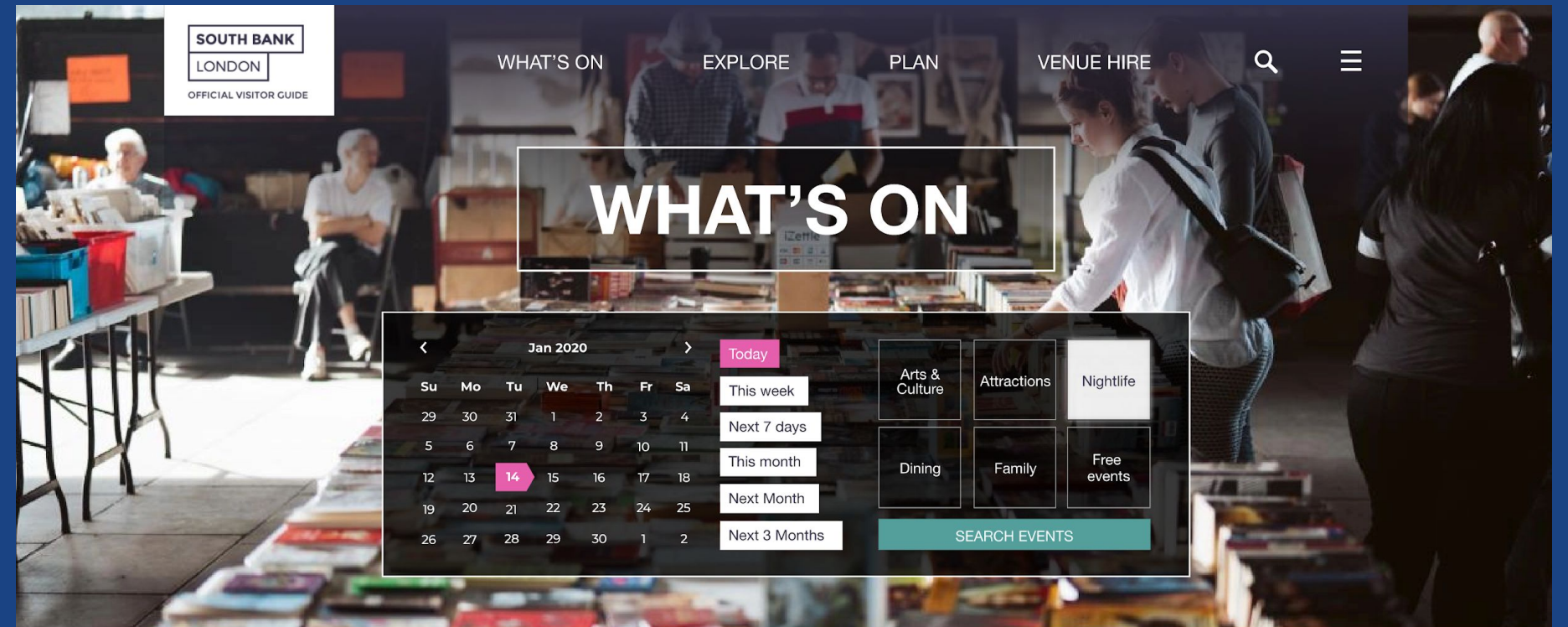
ALL EVENTS

When: 30-12-20 Interests: - Any - Where: - Any -

THE OXO SHOP
OXO TOWER RESTAURANT, BAR AND BRASSERIE - ONGOING EVENT
Welcome to the newly launched OXO shop !

BFI PLAYER SUBSCRIPTION
BFI SOUTHBANK - ONGOING EVENT
Enjoy landmark classic and cult films from across the decades

WINTER LIGHT
SOUTHBANK CENTRE - 20/11/2020 TO 28/01/2021
A new outdoor exhibition to radiate light through the darkest months.



Browse by featured and live events

FEATURED

SOUNDPIT
Southbank centre
Have you ever wondered what sound feels like? Or what music looks like?

SOUTHBANK CENTRE WINTER MARKET
Southbank centre
Have you ever wondered what sound feels like? Or what music looks like?

SHREK'S CHRISTMAS GROTTO
The Old Vic
A version by Jack Thorne at the Old Vic

What's On Page - Before Redesign

What's On Page - After Redesign

The Outcome

The redesigned search events page delivered a clear, easy-to-use interface and improved navigation experience. The data-driven approach ensured that the redesign addressed users’ needs and reduced friction, resulting in a seamless journey.

Key Results

+25%

Events Searches

Increased event searches by 25%, reflecting higher user engagement and easier navigation for finding relevant events.

-18%

Bounce rate reduction

Reduced the bounce rate by 18%, keeping more users on the "What's On" page to explore available events.

+15%

Clicks on event pages

Boosted clicks on event pages by 15%, showing greater user interest and engagement with event listings.

These results indicate the positive impact of the redesigned "What's On" page, which effectively enhanced the event discovery experience and encouraged users to explore and engage with the available events on the South Bank London website.

6

Mappy Food

Enhancing the Cultural Experience of Tourism of the Italian market



Introduction

Mappy Food is a cultural experience platform that aims to revolutionize the way tourists explore Italian cities by discovering and immersing themselves in local food specialties.

With a mission to provide a structured, user-friendly, and informative source, Mappy Food offers a unique culinary journey that showcases the rich gastronomic heritage of Italy.

Challenges

- ✗ **Limited availability of reliable and organized information** on local food specialties for tourists.
- ✗ **Creation of a structured and user-friendly platform** that would simplify the search for authentic dining experiences.
- ✗ **Managing relationships with various business stakeholders**, ensuring their active participation and engagement.

The team and my role

As the co-founder and product design lead, I led a cross-functional team comprising designers, developers, and marketers, ensuring seamless collaboration and the timely launch of the project within the allocated schedules and budgets.

I also actively participated in various activities with different stakeholders, including investors, business owners and business organisations.

The Process

User Research

To gain a deep understanding of the pain points and needs of tourists when searching for local food experiences, we conducted extensive user research.

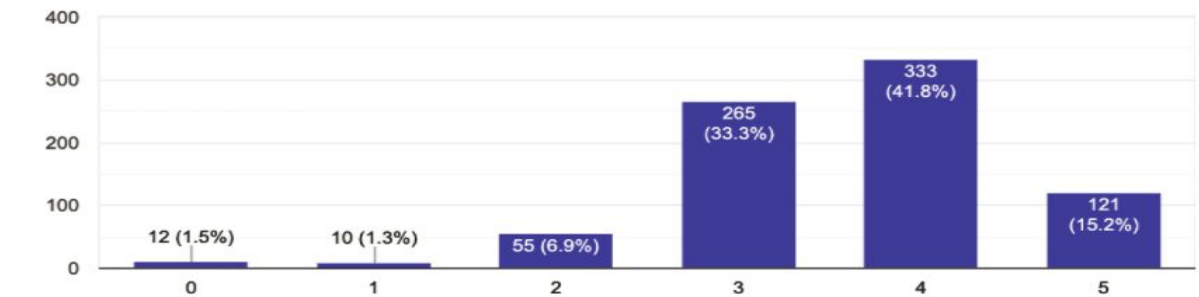
Surveys and interviews helped us gather both quantitative and qualitative data on their preferences, behaviors, and challenges, allowing us to tailor our solution to their needs.

Market Research

To differentiate ourselves in the market, we conducted a comprehensive analysis of the competitive landscape. This market research provided valuable insights into existing offerings and helped shape our unique value proposition for Mappy Food.

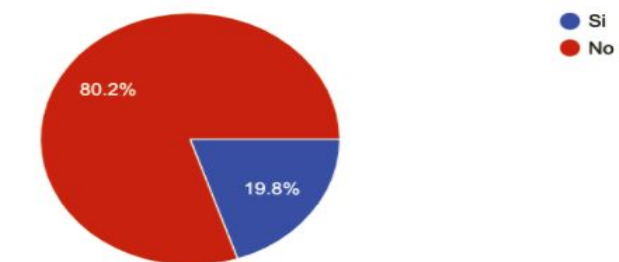
Quanto ti influenzano le recensioni nella scelta del posto in cui mangiare?

796 responses



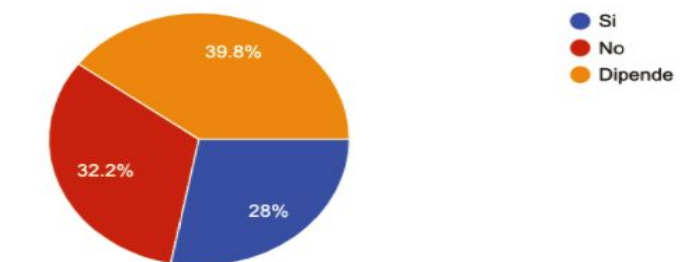
Hai mai partecipato a tour o escursioni legate al cibo?

796 responses



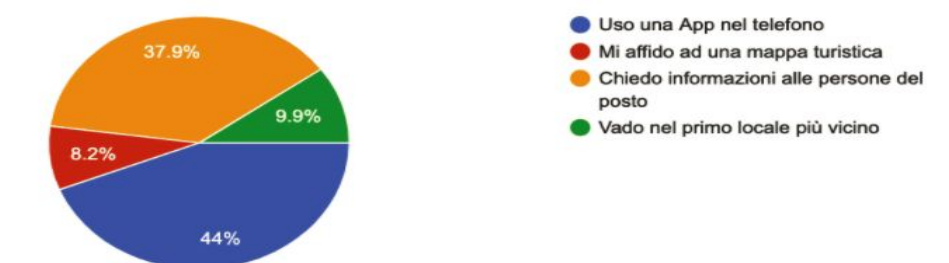
Nella scelta della destinazione ritieni che la cucina tipica sia rilevante?

796 responses



Quali metodi utilizzi per scegliere dove mangiare?

796 responses



The Process

Stakeholders interviews

Engaging with local businesses was essential to ensure alignment and create a win-win situation. Through interviews and workshops with owners of cafes and restaurants, we gained valuable insights into their challenges in reaching new target audiences.

This knowledge guided us in developing a solution that benefited all stakeholders involved.

User Persona & User Journey

Based on our research findings, we developed two primary user personas who represented our target audience and allowed us to empathise with their frustrations, pain points, and aspirations.

We mapped out the user journey for both personas, ensuring a seamless and engaging experience throughout their exploration.



The Process

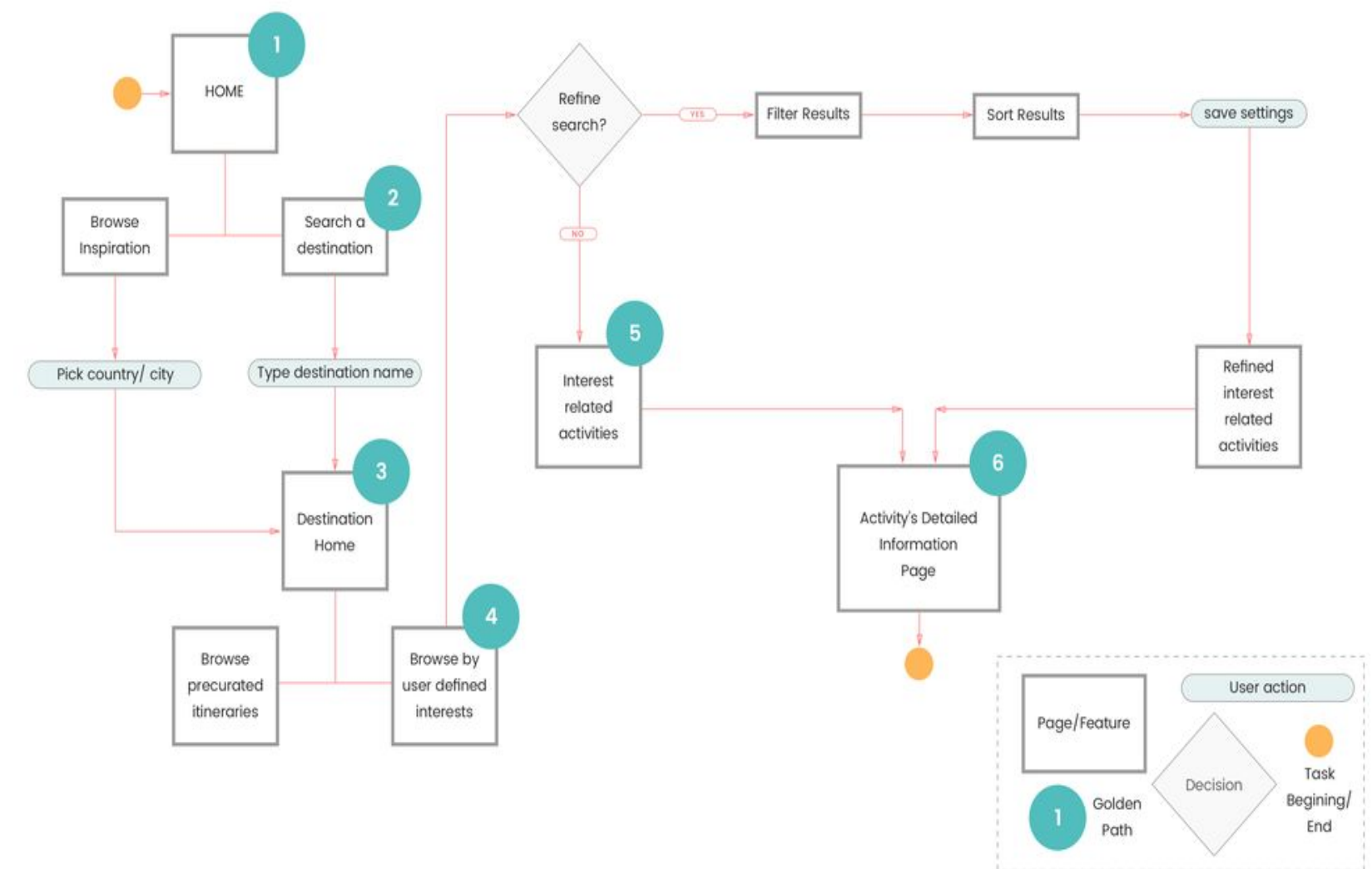
Information architecture

A well-structured information architecture was crucial in facilitating easy navigation and content discovery within the app. We carefully designed different navigation and filtering options to provide a seamless user experience.

Wireframing & Prototyping

Our design process involved creating detailed wireframes and interactive prototypes that showcased the app's functionalities and user flows.

This iterative approach allowed us to gather feedback and make improvements before entering the development phase.



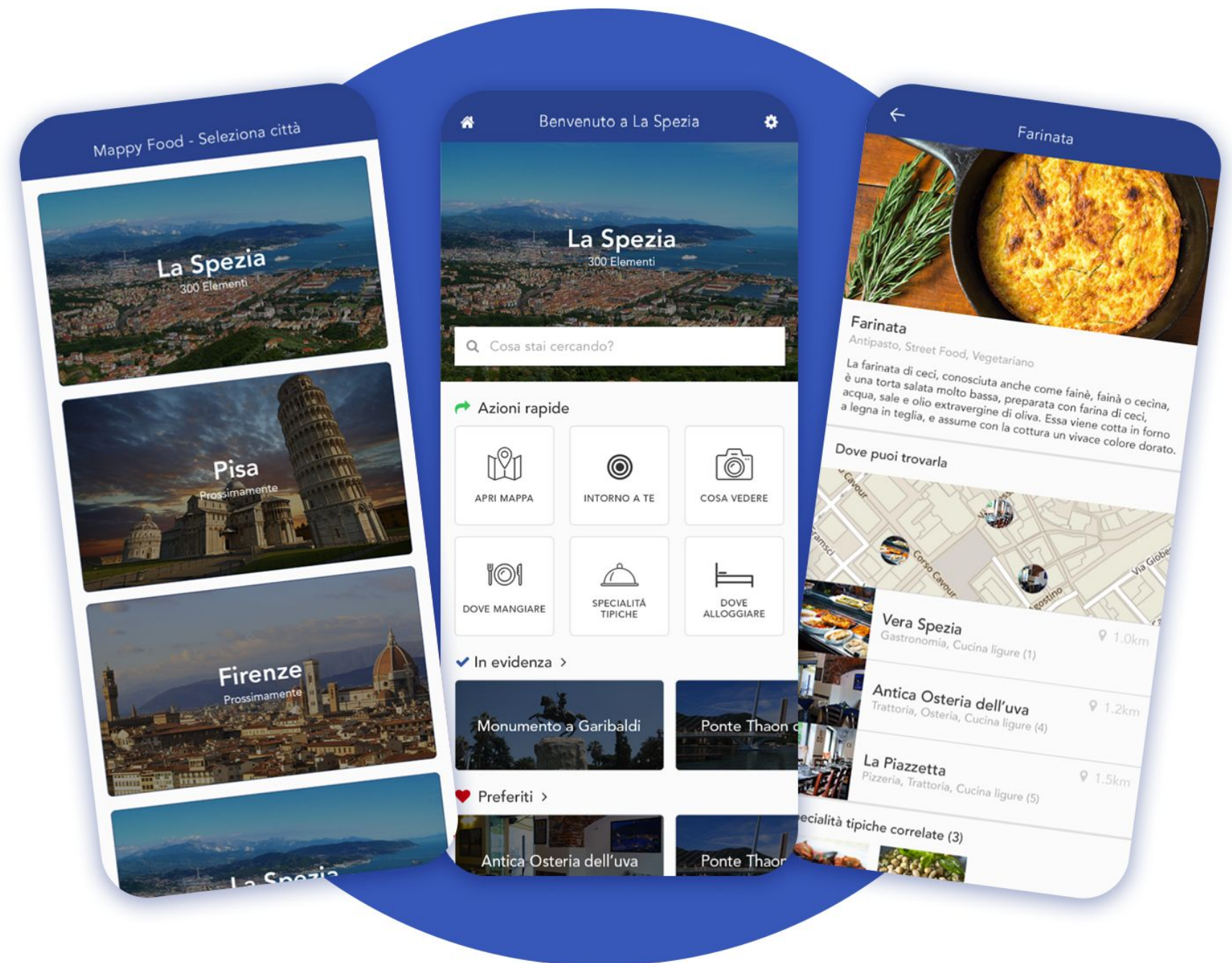
The Process

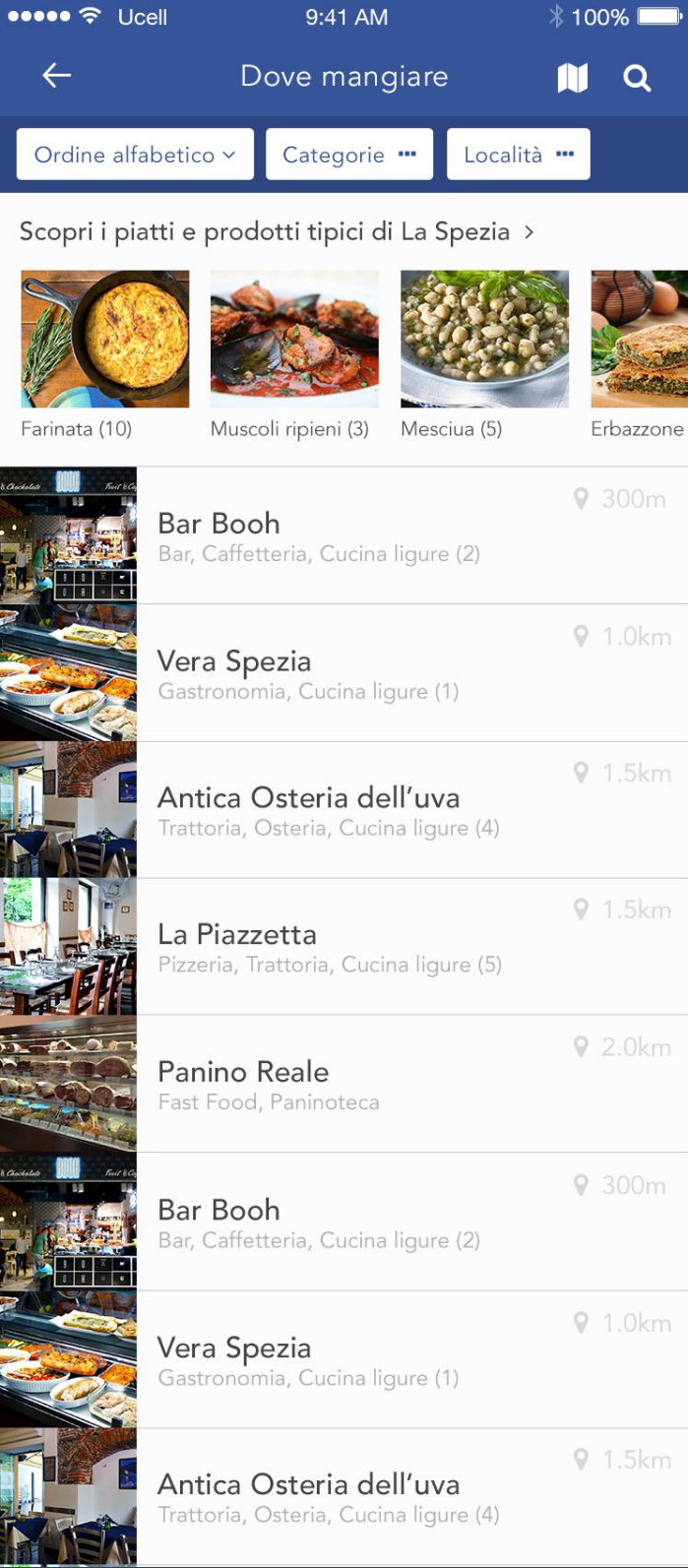
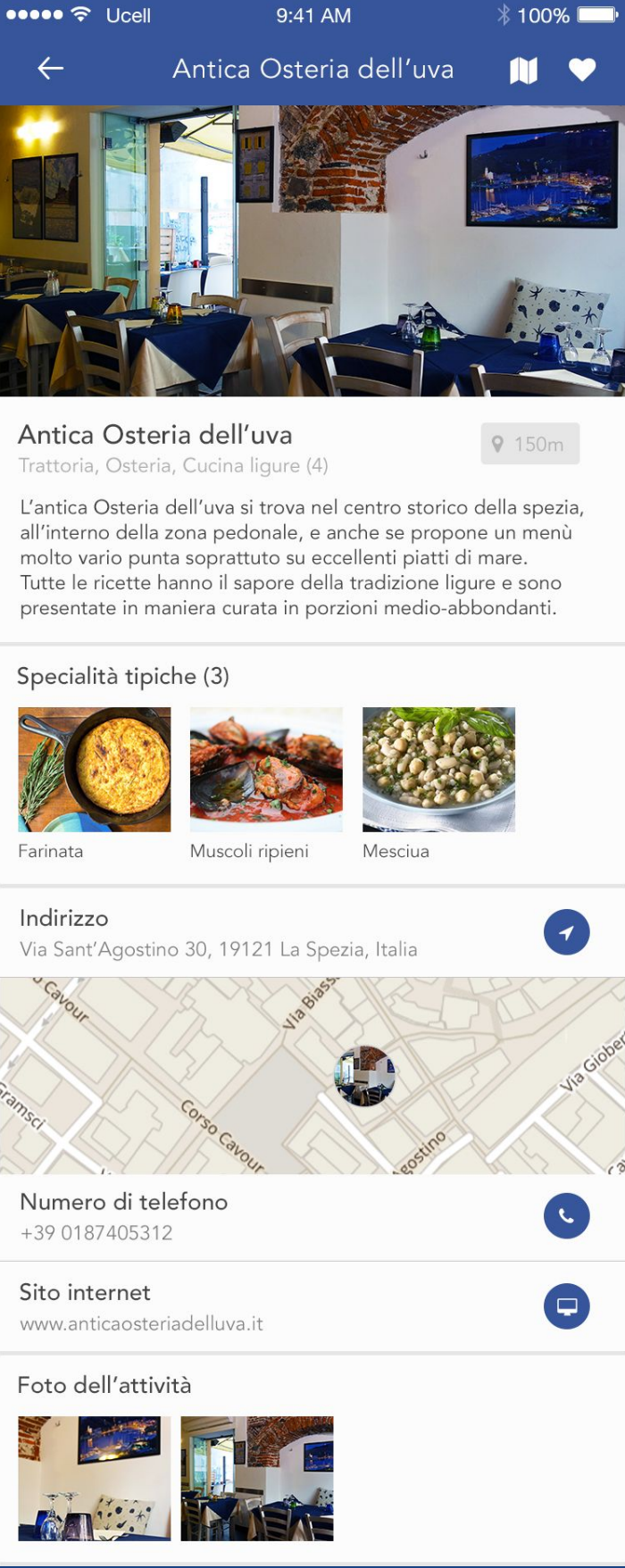
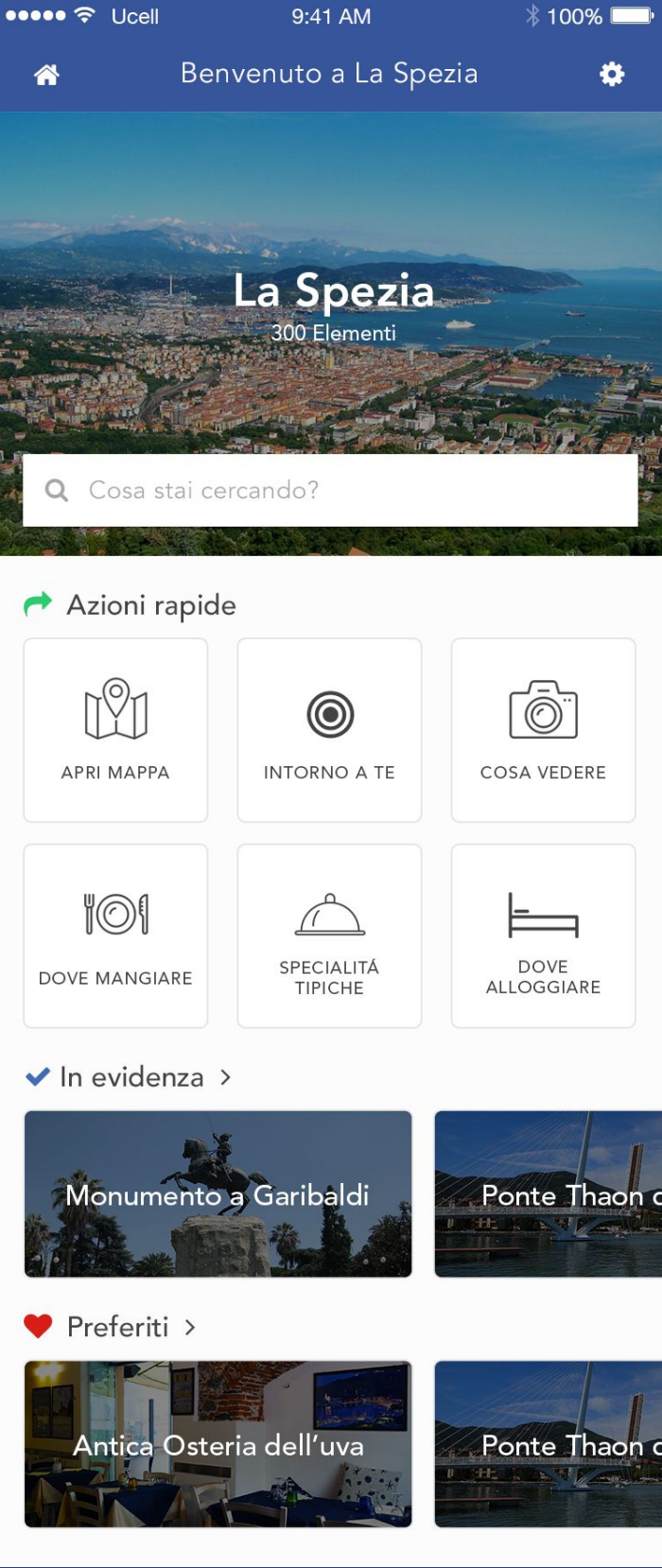
User Interface Design

Based on the refined wireframes and user-tested iterations, we crafted a visually captivating and cohesive interface design. The design elements evoked the essence of Italian culture and cuisine, creating an immersive and delightful user experience.

User testing & Iteration

User testing played a significant role in ensuring the usability, intuitiveness, and overall experience of the app. Through user feedback, we iteratively refined the design, making continuous improvements to meet the needs and expectations of our target audience.





Mappy Food - App Screens

The Outcome

The final product was an app that delivered a simple and effective user experience, providing quick and clear information to tourists while offering businesses increased visibility. The app also featured a dedicated section for business owners to effortlessly manage their information and update their activities.

Key Results

60

N. signed up business pre-launch

60 businesses subscribed to Mappy Food even before the official launch, highlighting the platform's appeal and value proposition to local establishments.

5,000

N. Downloads within first 3 months

The app received **5,000 downloads within the first 3 months**, indicating strong initial user adoption and a genuine interest in discovering local food specialties.

4.5

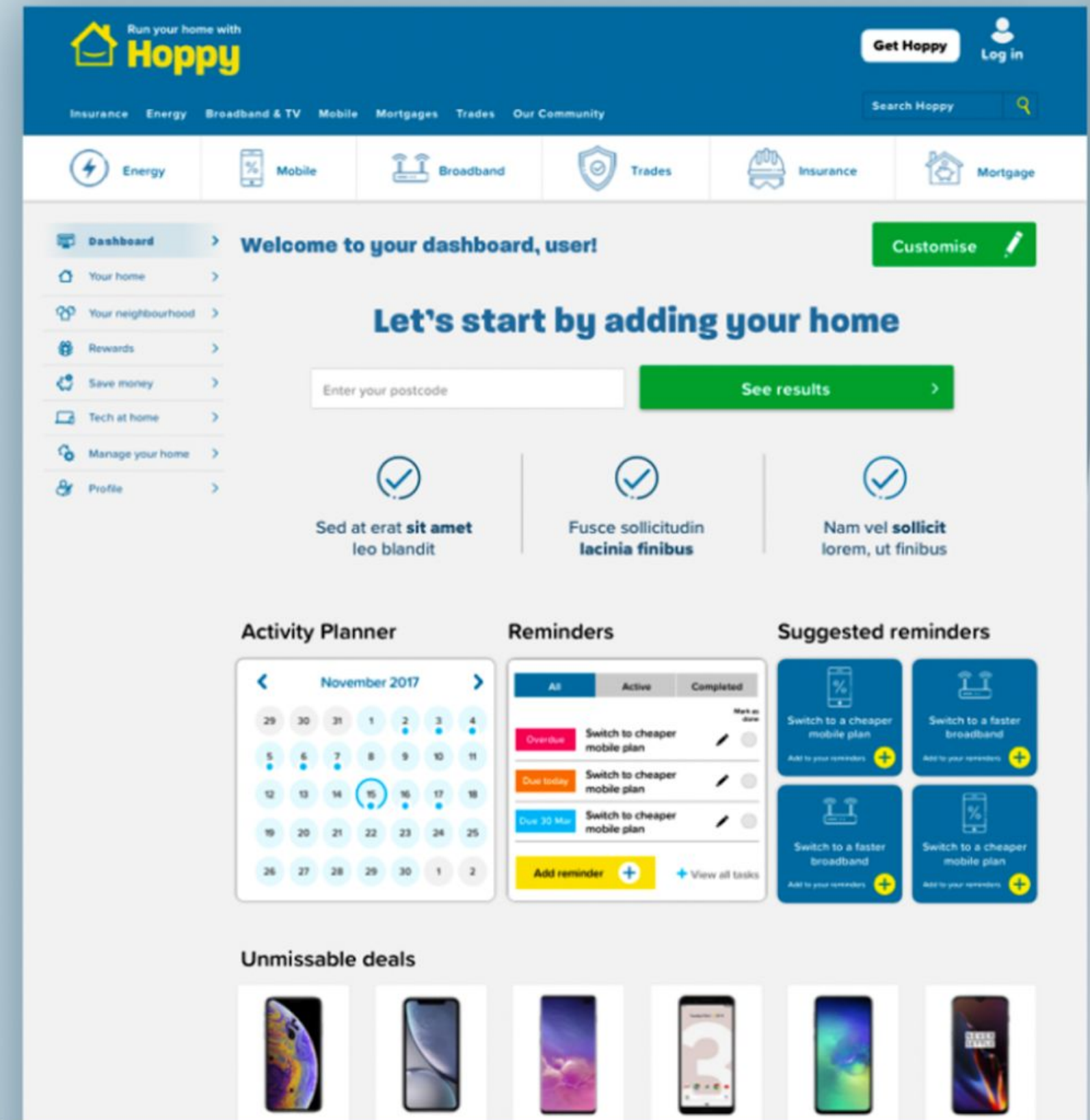
Avg. App Stores Rate

With an average rating of **4.5 on the app store**, users praised the app's intuitive interface, comprehensive content, and the quality of the dining experiences they discovered through Mappy Food.

4

Hoppy

Delivering a personalised
Dashboard experience to EDF
customers.



Introduction

Hoppy, a platform developed by EDF, a British energy provider, is dedicated to providing users with a comprehensive platform for utility, broadband, and mobile deals, as well as a convenient way to book tradespeople for home services.

As the Digital Strategist for Hoppy, I led a cross-functional team in redesigning the website, with a focus on implementing a personalized dashboard to empower users in managing their home expenses.

Challenges

- **Lack of a personalisation** to manage home expenses, view past requests, and update personal details.
- **Absence of a seamless and user-friendly experience** that allows users to take control of their space.
- **Limited time frame of 4 weeks** to deliver the solution.

The team and my role

As the Digital Strategist, I played a pivotal role in leading a cross-functional team, consisting of a Product Manager, Senior Developer, and Visual Designer.

I was responsible for overseeing the project from inception to completion, managing relationships with senior-level stakeholders, and ensuring the alignment of business objectives with user needs.

The Process

Competitor Analysis

To inform our design decisions, we conducted a comprehensive competitor analysis. This involved evaluating competing platforms to identify their strengths, weaknesses, and unique selling points.

By gaining insights into industry trends and best practices, we would have been able to differentiate Hoppy's personalised dashboard and deliver a superior user experience.

User Research

Our user research efforts aimed to deeply understand the needs and expectations of Hoppy's target users. Through a combination of qualitative and quantitative methods, including interviews, surveys, and usability testing, we gained valuable insights into users' pain points, preferences, and behaviors.

This user-centric approach guided our design decisions, ensuring the dashboard addressed real user needs.

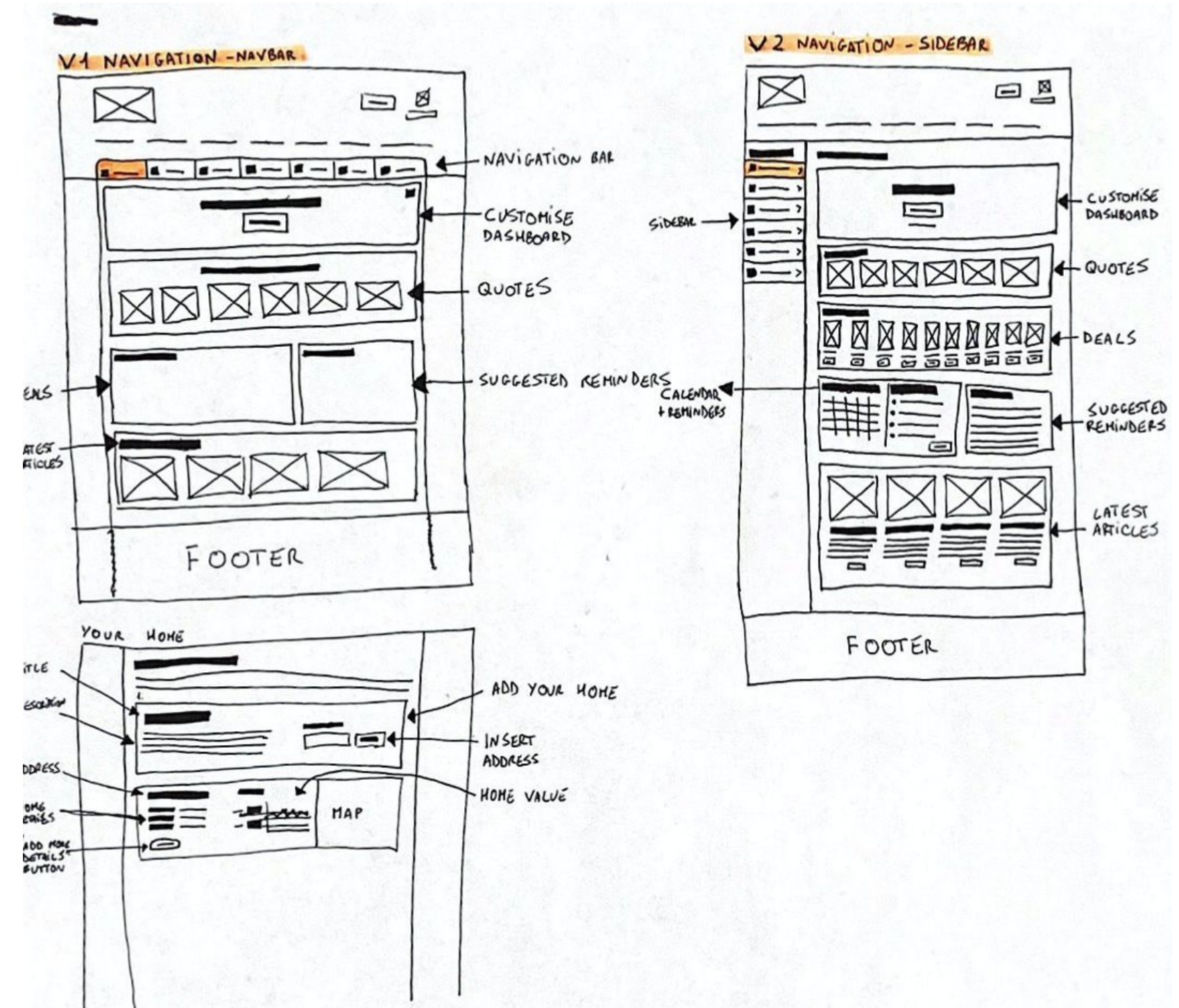
The Process

Sketched Wireframes

During this phase we focused our attention on the overall structure of the user area rather than the single elements of each section. At this stage, we began sketching things out as a way to prioritise content and exemplify the overall navigation patterns for each user task. Given there weren't any limitations or guidelines on the design of the user area, we focused on different layouts and flows.

Wireframing & Prototyping

Once approved, we transformed the sketched wireframes into a digital version and created a fully functioning prototype. This was used by the client to showcase the new section of the website to their investors as well as internally for our dev team as a reference guide during the development of all the new features.



CUSTOMISE TWIDGET

INPUT:
- LIST OF ANSWERS BASED
ON GOALS OF USING HOPPY

STEP 1. START

CUSTOMISE YOUR DASHBOARD
BASED ON YOUR PREFERENCES

LET'S BEGIN

STEP 2. CUSTOMISATION

I WANT TO USE HOPPY BECAUSE:

☐ ☐ ☐ ☐

☐ ☐ ☐ ☐

☐ ☐ ☐ ☐

☐ ☐ ☐ ☐

>>

STEP 3. FINISH

WELL DONE! WE ARE NOW
CUSTOMISING YOUR DASHBOARD
TO HELP YOU ACHIEVE YOUR GOAL!

GO TO MY NEW DASHBOARD

ADD YOUR HOME WIDGET

INPUT:
- ADDRESS
- OPTIONAL SETTINGS

STEP 1: START

LET'S START BY ADDING
YOUR HOME

☒ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

INSERT ADDRESS

SAVE ADDRESS

STEP 2: ADVANCED OPTIONS

YOUR ADDRESS
RECEIVE ADVANCED INFORMATION

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

DO IT LATER

SAVE

MAP

STEP 3: FINISH

YOUR ADDRESS
INFORMATION:

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

EDIT INFORMATION

MAP

QUOTES SECTION

QUOTES LIST DETAIL:

- QUOTE CATEGORY
- SHOW DETAILS LINK (JUST FOR QUOTES WHERE YOU fill INFORMATION)
- FILTER BY CATEGORY
- REQUEST A NEW QUOTE

energy, phone, deals, insurance, mortgage

QUOTE WITH
DATE LINK

QUOTE WITH
DETAILS LINK

REQUEST A NEW QUOTE

FILTERS

OPEN QUOTE BUTTON

TRADES SECTION

TRADES SECTION

- REQUEST A NEW WORK
- TRADE CATEGORY
- REASON OF REQUEST
- DESCRIPTION
- TIMING
- BUDGET
- JOB LOCATION
- CONTACT DETAILS

REQUEST A NEW WORK

category

reason of request

home details button

submit button

MOBILE, BROADBAND AND TV

- DEALS
- BROADBAND SPEEDCHECKER

DEALS

WASH PRICES + REMINDER

SPEED CHECKER

REMINDERS

- LIST OF REMINDERS
- SUGGESTED REMINDERS
- CALENDAR

REMINERS WITH FILTERS

CALENDAR

SUGGESTED REMINDERS

MY DOCS

- DOCS LIST
- ADD NEW DOC

1 click + share + share icon + share button

UPLOAD NEW DOCUMENT

REWARDS

- REWARD:
- IMAGE
- CODE
- DESCRIPTION
- STATUS
- DETAILS

REWARD

DESKTOP NAVIGATION

DASHBOARD

YOUR HOME

REWARDS

SAVE MONEY

TRADES

TECH AT HOME

MANAGE YOUR HOME

PROFILE

NAVIGATION - MOBILE

MY HOPPY

ENERGY >

BROADBAND >

MOBILE >

INSURANCE >

>

>

>

>

>

< MY HOPPY

DASHBOARD >

YOUR HOME >

REWARDS >

SAVE MONEY >

TRADES >

>

>

DASHBOARD

QUICK ACTIONS

SECTIONS NAVIGATION

CUSTOMISATION WIDGET

DEALS

REMINDERS, SUGGESTED REMINDERS, CALENDAR

LATEST GUIDES + LOAD MORE button

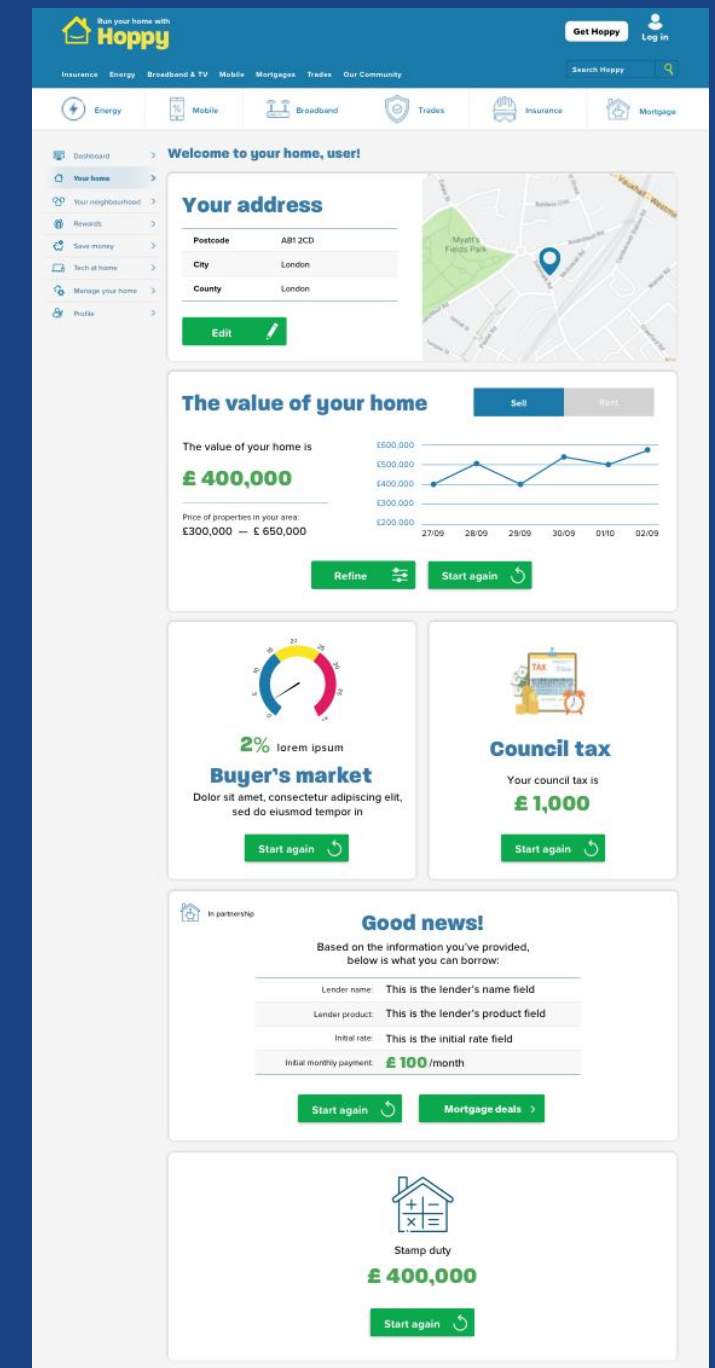
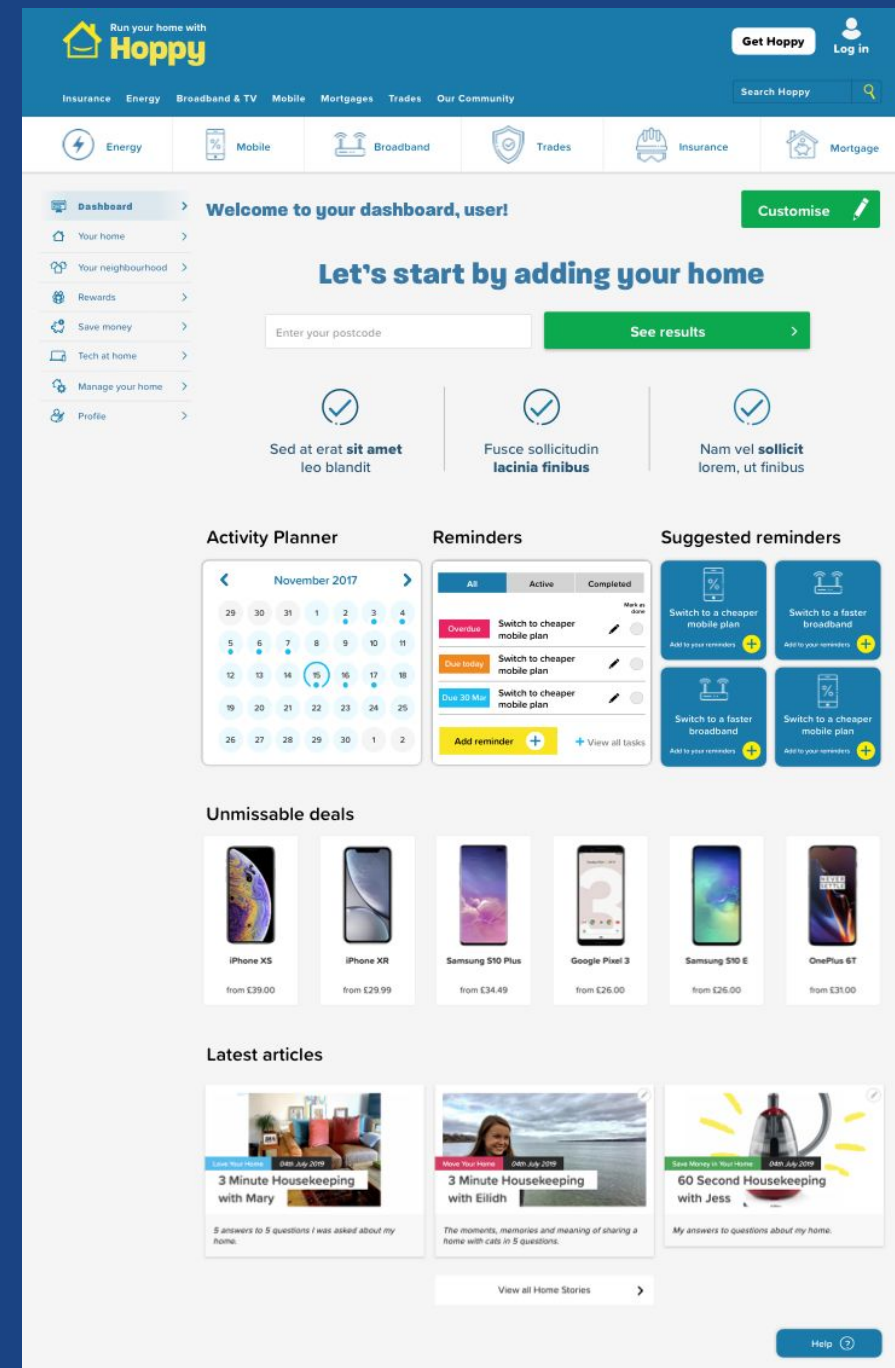
FOOTER

The Process

Visual Design

With the wireframes as a foundation, we focused on the visual design phase. Collaborating with an external graphic designer, we developed designs for both mobile and desktop versions, aligning them with Hoppy's brand guidelines and design systems.

Custom icons were created to add a creative touch to the overall result. We extended the website's design system to encompass the dashboard elements, ensuring consistency and a visually appealing interface.



Run your home with

Get Hoppy

Log in

InsuranceEnergyBroadband & TVMobileMortgagesTradesOur Community

Search Hoppy

EnergyMobileBroadbandTradesInsuranceMortgage

Dashboard

Welcome to your dashboard, user!

Customise

Let's start by adding your home

Enter your postcode

See results

Sed at erat sit amet leo blandit

Fusce sollicitudin lacinia finibus

Nam vel sollicit lorem, ut finibus

Activity Planner

Reminders

Suggested reminders

Unmissable deals

Latest articles

Help

Run your home with

Get Hoppy

Log in

InsuranceEnergyBroadband & TVMobileMortgagesTradesOur Community

Search Hoppy

EnergyMobileBroadbandTradesInsuranceMortgage

Dashboard

Welcome to manage your home, user!

Find local tradespeople

I need a

To do a

Get Started

Your previous trade requests

Needed a technician to install new router

More details

Request again

Needed a technician to install new router

Less details

Request again

Date of request

10/10/2019

Budget

under £ 400

Delete

Reminders

Your reminders

Suggested reminders

Activity planner

My Docs

Your current files

Safe and convenient!

Keep your all your relevant documents stored in a safe place, here, with us!

Upload new document

Image filename 2.jpeg

10 Dec 2018

Document 2.pdf

10 Dec 2018

Image filename 2.jpeg

10 Dec 2018

Image filename 2.jpeg

10 Dec 2018

Run your home with

Get Hoppy

Log in

InsuranceEnergyBroadband & TVMobileMortgagesTradesOur Community

Search Hoppy

EnergyMobileBroadbandTradesInsuranceMortgage

Dashboard

Tech in your home

Broadband speed test

Best broadband deals

Not satisfied?

Get a better deal!

See broadband deals

TalkTalk

Speeds of 38Mb From £39

Virgin

Speeds of 38Mb From £39

sky

Speeds of 38Mb From £39

now Broadband

Speeds of 38Mb From £39

Unmissable deals

Set reminder to change mobile contract

iPhone XS

from £39.00

iPhone XR

from £29.99

Samsung S10 Plus

from £34.49

Google Pixel 3

from £26.00

Samsung S10 E

from £26.00

OnePlus 6T

from £31.00

Set reminder to change mobile contract

Not sure which network covers your area?

We will redirect you to our partner sites

Check coverage now

Run your home with

Get Hoppy

Log in

InsuranceEnergyBroadband & TVMobileMortgagesTradesOur Community

Search Hoppy

EnergyMobileBroadbandTradesInsuranceMortgage

Dashboard

Welcome to your home, user!

Your address

Postcode

AB1 2CD

City

London

County

London

Edit

The value of your home

Sell

Buy

The value of your home is

£ 400,000

Price of properties in your area: £300,000 — £ 550,000

Refine

Start again

2% lorem ipsum

Buyer's market

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor in

Start again

Council tax

Your council tax is

£ 1,000

Start again

Good news!

Based on the information you've provided, below is what you can borrow:

Lender name

This is the lender's name field

Lender product

This is the lender's product field

Initial rate

This is the initial rate field

Initial monthly payment

£ 100 /month

Start again

Mortgage deals

Stamp duty

£ 400,000

Start again

Hoppy - User personalised dashboards

The Outcome

We delivered a fully functional prototype of the personalized dashboard, which helped Hoppy secure additional investments and the required development budget. The dashboard's design and features were tailored to user needs and aligned with business goals, offering a seamless and empowering experience for Hoppy's users.

Key Results

+15

N. Product Features

Successfully implemented 15 new product features, significantly enhancing the platform's functionality, usability, and overall value. provided users with a more intuitive experience.

+27%

Returning users increase

Within just one month from the launch, the dashboard achieved an impressive +27% returning users rate, indicating a high level of user engagement and satisfaction.

+12%

Conversion rate lift

The redesigned dashboard led to a +12% lift in the website's conversion rate within three months from launch, highlighting its effectiveness in driving user actions and achieving Hoppy's business goals.

Thank you for reading!

Feel free to get in touch by phone, send me an email or follow me on LinkedIn!



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info@salvatoremezzatesta.com



LinkedIn

[linkedin.com/in/salvatoremezzatesta](https://www.linkedin.com/in/salvatoremezzatesta)