



Benedetto Di Luzio

SENIOR PRODUCT DESIGNER

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 benedetto-diluzio

 Los Angeles, CA

PROFESSIONAL EXPERIENCE

Senior Product Designer | META

Los Angeles, CA | August 2021 – Present

- Designed end-to-end **consumer and business experiences** for Meta Blueprint and Meta for Business, **boosting course completions +15%** and **registrations +10%**.
- Created **responsive UX/UI flows, onboarding journeys, and discovery patterns** across web and mobile, helping small businesses, creators, and learners better engage with Meta's ecosystem and monetize through Ads Manager tools.
- Defined and scaled **design system components**, ensuring **accessibility compliance**, visual consistency, and reusability across multiple product lines.
- Partnered with engineers, PMs, and researchers to deliver **interactive prototypes**, reducing design-to-dev cycle times by ~20% and enabling faster experimentation.
- Leveraged **quantitative data and qualitative insights** to optimize adoption and engagement of educational and business tools.
- Mentored junior designers** and drove design critiques, elevating craft and strengthening team-wide storytelling.

Product Designer | NOII STUDIO

Remote | September 2020 – August 2021

- Designed **responsive web platforms** for consumer-facing products, from **wireframes through high-fidelity prototypes**.
- Consulted on **product strategy**, aligning digital storytelling with user-centered design.
- Collaborated with multidisciplinary teams to **translate brand identity into engaging, intuitive product experiences** that improved retention and conversion.

Product Designer | BDL DESIGN

Remote | December 2019 – August 2020

- Researched, designed, and prototyped **consumer-facing products**, emphasizing clarity, usability, and accessibility.
- Conducted **usability testing sessions** and iterated designs to address friction points, improving task completion rates.
- Partnered with stakeholders to align **business goals with product outcomes**, ensuring design decisions directly supported measurable KPIs.

Interior Design & Architecture | Earlier career

November 2011 – November 2019

- WEWORK**, New York, NY – Designed 18+ coworking spaces; scaled a new product line to 3 cities (Boston, Toronto, Montreal).
- BOFFI**, New York, NY – Delivered 21+ luxury residential projects with 98% client satisfaction; mentored and trained 5 junior designers.
- STUDIO ALTIERI**, Milan, Italy – Led design for 15+ large-scale residential/hospitality projects in Doha, Qatar.
- STUDIO ROTELLA**, Milan, Italy – Collaborated on multidisciplinary projects (architecture, interiors, brand/graphic).

EDUCATION

MFA, Interior Design

Politecnico di Milano

BA, Interior Architecture

Università di Roma Sapienza

Bachelor of Laws

Università Roma Tre

SKILLS

- Consumer & Business Product Design
- Cross-Platform Responsive Design
- Design Systems & Accessibility
- Data-Driven Iteration
- UX Research & Usability Testing
- Stakeholder Communication & Storytelling
- Cross-Functional Collaboration

TOOLKIT

- Figma
- InVision
- Adobe XD
- Sketch
- Photoshop
- Illustrator
- After Effects
- Jira

LANGUAGES

English, Italian