

Giuseppe De Pascale

Senior Product Designer

Senior Product Designer with 10+ years of experience turning complex business challenges into measurable outcomes. I bridge design, analytics, and product strategy to improve retention, conversion, and customer value. Skilled in aligning design systems and user research with growth priorities and product roadmaps, delivering scalable solutions that serve both users and business goals.

/ LINKS



Portfolio
<https://giuseppedepascale.com>



LinkedIn
<https://linkedin.com/in/giuseppe-de-pascale>

/ EDUCATION

Professional Program in Product Strategy

Completed in September 2025
@Reforge - San Francisco (USA)

Professional Certificate in Data Analytics

Completed in April 2025
@Coursera/Google - San Francisco (USA)

Advanced Masterclass in Service Design

Completed in January 2025
@Talent Garden - Milan (Italy)

Master Course in Cinematographic, Photographic and Video Arts

Completed in November 2015
@Pigrecoemme - School of Cinema, Television and Photography - Naples (Italy)

Professional Course in Graphic and Web Design

Completed in November 2014
@ILAS - Istituto Superiore di Comunicazione - Naples (Italy)

Master's Degree in Communication and Media

Graduated in March 2012
@Università degli Studi Suor Orsola Benincasa - Naples (Italy)

Bachelor's Degree in Language and Literature

Graduated in November 2010
@Università degli Studi L'Orientale - Naples (Italy)

/ LANGUAGES

Italian

Native

English

Professional (C1)

/ AWARDS

1st Place – Creative Clusters: Creative Economy

Achieved in November 2012
@Campania Innovazione S.p.A. (in collaboration with the European Union, Confindustria, Confapi, Unicredit, and Vertis SGR)

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Senior Product Designer • Caffaina S.p.A.

March 2020 → Present Milan, Italy (Hybrid)

- Defined and executed design strategies with a focus on **customer retention, conversion rate optimization, and measurable business impact**, aligning decisions with product KPIs.
- Scaled enterprise-level design systems with accessibility standards**, ensuring inclusive and consistent user experiences across products.
- Collaborated with cross-functional teams and facilitated workshops** to prioritize roadmap initiatives and validate value hypotheses.
- Directed end-to-end redesigns** of large-scale digital platforms and services for major groups, improving UX and strengthening brand positioning.
- Led user testing and experimentation cycles**, turning insights into improvements **across key product features** (onboarding, navigation, conversion flows) to drive usability and engagement.
- Monitored industry trends to inform product opportunities and support **long-term roadmap planning**.



User Experience / User Interface Designer • Based s.r.l.

November 2015 → January 2020 Milan, Italy (On Site)

- Managed end-to-end projects**, from discovery and brainstorming to delivery of user interfaces, focusing on user flows, wireframes, prototypes, and scenario analysis.
- Designed and developed digital solutions for **mobile apps and web platforms** across sectors including tourism, retail and healthcare.
- Defined design systems and responsive interfaces**, ensuring consistency and usability across multiple products.
- Conducted **user testing and feedback sessions**, iterating on designs to improve usability and effectiveness.
- Developed management dashboards** supporting business processes and interactions between professionals and end users, with features such as bookings, messaging, and payment management.
- Implemented scalable, user-centered solutions**, leveraging metrics and data analysis to iterate and continuously improve digital products.

/ SKILLS TRIDENT

Core Skills

Product Strategy Growth & Retention Design User Experience Design (UX)
User Interface Design (UI) Data-Driven Design Service Design Design Systems
System & Scenario Thinking Customer Journey Mapping UX Research
Usability Testing A/B Testing Stakeholder Management Workshop Facilitation

Industry Knowledge

Customer Retention Conversion Rate Optimization (CRO) Human-AI Interaction
Lean UX Principles User-Centered Design (UCD) Content Management Systems

Methodologies

Agile/Scrum/Lean UX Design Thinking Double Diamond Service Blueprinting
Experimentation Frameworks Accessibility Standards (WCAG, APCA)

Tools

Adobe CC ChatGPT Claude Figma Figjam Gemini Google Analytics
Hotjar Jira Maze Miro Notion Perplexity Protopie Webflow