

Giuseppe De Pascale

Senior UX/UI Designer

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Senior UX/UI 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)



Senior UX / UI Designer • Hinto Group

January 2026 → Present Milan, Italy (Remote)

- **Driving Design Ops adoption**, defining scalable workflows, governance models, and quality standards to improve design team efficiency, consistency, and cross-functional alignment.
- **Integrating AI-powered tools and methodologies** into the design process — from research synthesis to prototyping — accelerating iteration cycles and enabling data-informed design decisions.
- **Leading UX/UI design for e-commerce platforms**, including the design and integration of conversational AI interfaces (chatbot) to enhance customer support, streamline user journeys, and drive conversion.
- **Establishing best practices for design documentation**, handoff processes, and design-development collaboration to reduce friction and increase delivery speed.



Senior UX / UI Designer • Caffeina S.p.A.

March 2020 → December 2024 Milan, Italy (Hybrid)

- **Defined design strategies** focused on customer retention and conversion rate optimization, aligning design decisions with product KPIs and measurable business outcomes.
- **Scaled enterprise-level design systems** with accessibility standards (WCAG, APCA) and directed end-to-end redesigns of large-scale digital platforms for major groups.
- **Led user testing and experimentation cycles**, facilitated cross-functional workshops, and monitored industry trends to prioritize roadmap initiatives and validate value hypotheses.



UX / UI Designer • Based s.r.l.

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

- **Managed end-to-end projects** across tourism, retail, and healthcare — from discovery and brainstorming to delivery of user interfaces, wireframes, and prototypes.
- **Defined design systems and responsive interfaces**, developed management dashboards, and conducted user testing to continuously improve digital products through metrics and data analysis.

/ SKILLS TRIDENT

Core Skills

Product Strategy Growth & Retention Design Data-Driven Design
Service Design Design Systems System & Scenario Thinking UX Research
Usability Testing A/B Testing Stakeholder Management Workshop Facilitation

Industry Knowledge

AI Augmented Design Workflows Customer Retention
Conversion Rate Optimization (CRO) Human-AI Interaction Lean UX Principles
User-Centered Design (UCD)

Methodologies

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

Tools

ChatGPT Claude Figma Figjam Gemini Google Analytics Hotjar Jira
Lovable Maze Miro Notion Perplexity Protocie Webflow