

ALESSANDRO MAZZETTI

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With 20+ years' experience working across a variety of projects and briefs spanning a large range of design disciplines. Experienced in leading teams through the project life-cycle, applying a data-driven, iterative, and user-centered process to deliver products that effectively meet both user needs and business goals.

EDUCATION

2000

EUROPEAN INSTITUTE OF DESIGN - MILAN, ITALY

BA Art Direction

BA IAA/International Advertising Association Degree in Communication

1995

VISUAL ART COLLEGE - FLORENCE, ITALY

Graphic Design and Photography Diploma

WORK EXPERIENCE

05 - 2023 > PRESENT

HAVEN HOLIDAYS - LONDON, UK | Travel Agency

Principal product designer

Leading a dynamic team of designers to drive innovation and ensure a consistent user experience across multiple squads, my role involves providing strategic design direction to align with business goals and enhancing the company's digital presence.

- Lead a team of designers, providing regular coaching and feedback through design reviews, enhancing team performance and individual growth.
- Strategically allocate design resources to maximize team efficiency and foster innovation, aligning with project timelines and goals.
- Define and communicate the overall design direction, aligning with business objectives and strengthening the company's digital presence.
- Work closely with product managers and engineers, assessing progress and strategizing future steps to meet user needs and business objectives.
- Ensure consistent user experience and interface design across multiple product squads, maintaining a cohesive digital brand identity.

03 - 2021 > 03 - 2023

THOMAS COOK - LONDON, UK | Travel Agency

Design lead UX/UI

As the Design Lead, I played a crucial role in driving user experience and interface design initiatives across multiple digital channels, scoping and planning solutions that aligned with business objectives and user needs.

- Directed a cross-functional design team, overseeing the creation of user interfaces for web and mobile apps, focusing on usability, accessibility, and visual appeal.
- Collaborated with business stakeholders to translate goals and user needs into innovative design solutions, ensuring alignment and stakeholder satisfaction.
- Led design projects from conception to completion, ensuring timely delivery and high-quality outcomes that enhanced the overall customer journey.
- Conducted extensive user research and usability testing, utilizing findings to inform design decisions and drive continuous product improvement.
- Established and managed comprehensive design systems, promoting consistency, collaboration, and efficiency across digital experiences.

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11 - 2020 > 02 - 2021

VERITEER - LONDON, UK | Service design Agency

Freelance UX/UI designer

Working on the user journey and service design blueprint to map out the user need for the new Click and Collect service, enabling the creation of the interactive prototype for validation testing and product launch.

- Developed user journey maps and service design blueprints for Aldi's Click and Collect service, aligning solutions with brand objectives.
- Created interactive prototypes to facilitate validation testing, refining product design based on user feedback and usability insights.
- Contributed to the development and maintenance of a consistent design system, ensuring coherence across digital touchpoints.
- Delivered exceptional design outcomes that enhanced user experience and met client objectives,

02 > 04 - 2020

LAB DIGITAL - LONDON, UK | Design Agency

Freelance UX designer

My role as a Freelance UX Designer focused on collaborating with research teams and facilitating workshops to drive the digital transformation for Hamsley Fraser and Top-Deck Travel, thereby improving their user experience and digital strategies.

- Facilitated design thinking workshops for Hamsley Fraser, defining strategies for digital transformation from an educational book distributor to an online learning platform.
- Developed actionable strategies based on workshop outcomes, ensuring successful transition and effective design implementation.
- Created wireframes and prototypes to visualize and iterate potential solutions, improving clarity and effectiveness in the design process
- Collaborated with the research team to synthesize findings from user research for Top-Deck Travel, translating insights into actionable design solutions.
- Developed wireframes and high-fidelity designs to iterate and improve the booking funnel, enhancing the overall user experience.

08 > 11 - 2019

LANDOR - LONDON, UK | Advertising Agency

Freelance UX/UI designer

Guiding the user experience design decisions alongside the creative director and other team leaders, I played a key role in the digital rebranding of Bank of Ireland.

- Led the user experience and interface design efforts during the re-branding of Bank of Ireland, ensuring alignment with project goals and objectives.
- Worked closely with the Creative Director and other team leaders, making informed design decisions that supported project milestones.
- Successfully delivered the first phase of the project, setting a foundational milestone for future iterations and contributing to the overall success.
- Executed design tasks with a focus on usability, accessibility, and visual appeal, ensuring a cohesive and effective re-branding effort.
- Provided regular updates and collaborated with stakeholders to ensure project alignment and address any design challenges.

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06 - 2017 > 07 - 2019

IBM - LONDON, UK | Tech company

Freelance UX/UI designer

I worked in an agile team of product owners, researcher and developers on ideation, prototyping and concept testing for global clients like Vodafone, Imperial Tobacco, Eir Communication and Pearson, ensuring efficient and effective project delivery.

- Actively participated in design thinking workshops with stakeholders to foster creativity, collaboration, and problem-solving.
- Leading the full design process, creating high-fidelity wireframes and prototypes, and conducting usability testing to ensure alignment with user needs and business objectives.
- Focused on creating user-centred design solutions, enhancing the usability and overall experience of digital products.

08 > 09 - 2016

MOSS BROS. GROUP - LONDON, UK | Fashion Industry

Freelance senior designer

As a senior designer at Moss Bros. Group, I collaborated with the in-house team to produce digital and print assets for seasonal marketing campaigns, ensuring cohesive and visually appealing brand presentations.

- Collaborated closely with the in-house design team to maintain brand consistency.
- Designed and produced the seasonal Style Book, aligning it with the campaign's visual theme.
- Ensured high-quality execution of design deliverables within tight deadlines.
- Provided creative input and design expertise to enhance campaign aesthetics.

06 > 07 - 2016

EUROSTAR - LONDON, UK | Travel

Freelance senior designer

At Eurostar, I spearheaded the development of digital brand guidelines, working closely with the marketing team and stakeholders to ensure a unified and consistent brand identity across all digital platforms.

- Led the creation of comprehensive digital brand guidelines.
- Collaborated with the marketing team to align guidelines with brand strategy.
- Engaged with stakeholders to gather feedback and refine guidelines.
- Ensured the digital brand guidelines facilitated consistent brand representation.

05 > 06 - 2016

AIR DESIGN - LONDON, UK | Wayfinding Design Agency

Freelance wayfinding designer

Directed creative efforts for a luxury hotel complex in the Middle East, I remotely analyzed the environment and user needs to develop effective navigation solutions, creating detailed design documents.

- Led the creative process for wayfinding solutions in a luxury hotel complex.
- Conducted remote analysis of the physical environment and user needs.
- Developed detailed design documents and specifications for navigation solutions.
- Collaborated with remote teams to ensure accurate execution of designs.
- Oversaw the production and installation of wayfinding elements.

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03 > 04 - 2016

INDUSTRY BRANDING - LONDON, UK | Design Agency

Freelance wayfinding designer

During the re-branding of Bidwell, I worked alongside the creative director as a wayfinding designer and strategist, ensuring the consistent and accurate representation of the company's brand throughout the process.

- Collaborated with the creative director to align designs with brand vision.
- Ensured consistency and accuracy in brand representation across all outputs.
- Developed strategic design solutions for effective wayfinding.
- Conducted brand audits to identify areas for improvement.

2013 > 2016

CHAPMAN TAYLOR - LONDON, UK | Architect

Senior designer

I led multiple branding and wayfinding projects for retail and hospitality complexes, collaborating with senior architect directors and the head of marketing to deliver innovative and effective design solutions.

- Directed branding and wayfinding projects for retail and hospitality complexes.
- Collaborated with senior architect directors and marketing heads.
- Ensured the delivery of innovative and effective design solutions.
- Managed project timelines and budgets to ensure successful completion.
- Provided mentorship and guidance to junior designers.

2009 > 2013

UNIDESIGN - FLORENCE, ITALY | Design Agency

Design director

Running my own design agency, I helped startups and established businesses build and strengthen their brands through comprehensive design and photography services.

- Led the overall direction of the design agency.
- Developed and strengthened brands for startups and established businesses.
- Oversaw art direction, brand design, digital design, and photography.
- Ensured cohesive and impactful brand identities.
- Managed client relationships and project deliveries.

2008 > 2009

CHAPMAN TAYLOR- LONDON, UK | Architect

Senior designer

Managed various marketing design projects, I ensured high-quality outputs by collaborating with stakeholders and guiding the design process from ideation to execution.

- Led marketing design projects from ideation to execution.
- Worked as the most senior member of the design team.
- Ensured high-quality outputs that met project goals.
- Collaborated with various stakeholders to gather requirements.
- Managed project timelines and resources effectively.

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2008 > 2009

ALLEA DESIGN - MILAN, ITALY | Design Agency

Head of design

As the head of design, I worked directly with clients to meet their diverse needs, providing strategic thinking and creating collateral that brought new perspectives to their brands, while maintaining regular contact with the creative director.

- Led the design team and managed client relationships.
- Provided strategic thinking and collateral creation for clients.
- Brought new perspectives to client brands.
- Maintained weekly contact with the creative director.
- Defined long-term and short-term project objectives for junior staff.

2005 > 2007

ARTEMIDE - MILAN, ITALY | Light Design Company

Head of design

At Artemide, I led the in-house design department, ensuring visual coherence, consistency, and accuracy of the company's brand across all outputs, and acting as the brand guardian to maintain brand integrity.

- Led the in-house design department.
- Ensured visual coherence and consistency across all outputs.
- Acted as brand guardian to maintain brand integrity.
- Collaborated with external suppliers to ensure quality standards.
- Managed design projects from concept to final execution.

2002 > 2005

LOUNGEDESIGN - MILAN, ITALY | Design Agency

Senior designer

Working closely with the creative director, I handled projects from initial concept to final execution, managing photoshoots for advertising campaigns and editorial publishing, and continuously enhancing processes and ways of working.

- Collaborated with the creative director on various projects.
- Managed projects from initial concept to final execution.
- Conducted photoshoots for advertising campaigns and editorial publishing.
- Enhanced processes and ways of working.
- Ensured project objectives were met effectively and impactfully.

1999 > 2002

LISSONI ASSOCIATI - MILAN, ITALY | Design Agency

Senior designer

As part of a multidisciplinary design team, I worked on a variety of briefs and applications, from brainstorming and concept development to creating finished artwork for advertising, branding, packaging, and exhibitions.

- Worked as part of a multidisciplinary design team.
- Developed concepts and created finished artwork for various applications.
- Collaborated on advertising, branding, packaging, and exhibition projects.
- Ensured creative solutions met client requirements and objectives.
- Participated in brainstorming sessions to generate innovative ideas.