



# GABRIELE BUROL

Senior Product Designer and Design Thinking enthusiast.  
Bridging the gap between business goals and user needs.

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## UX CORE SKILLS

Research Plans, Empathy Maps, User Personas, User Journeys, User Flows, IA, Competitive Audits, Wireframing, Prototyping, Usability Studies, Design System

## UX TOOLS

Figma, Sketch, Invision, Adobe XD, Miro, Jira, Notion, Slack, Teams, Maze, Photoshop, Illustrator

## LANGUAGES

Italian – Native  
English – Full Proficiency (C2 BULATS Certificate)

## Latest Experience

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### SENIOR PRODUCT DESIGNER & TEAM LEAD | ALPIAN

Italy, remote | [www.alpian.com](http://www.alpian.com)

- Fostered a strategic **vision** for the company's design operations, which significantly increased the quality of our outputs and our client's satisfaction
- Developed a **design strategy** that integrates Design Thinking and Product Discovery, emphasizing research and problem definition, and incorporate it into the company's work cycles
- Maintained and enhanced our branded **design system** for web applications, streamlining front-end development workflows and improving output quality
- Personally recruited and mentored a high-performing **design team**, overseeing onboarding and management
- Established a detailed **handoff** process with the development team, minimizing errors and improving collaboration
- Successfully migrated the team **from Sketch to Figma**, enhancing deliverable quality and prototyping capabilities
- Endorsed a **pixel-perfect quality assurance** approach, ensuring optimal product output

### PRODUCT DESIGNER | ALPIAN

Present, Italy, remote | [www.alpian.com](http://www.alpian.com)

- Responsible for the **UX** and **UI** of 8 successfully released products (1 mobile application, 6 web-apps, 1 GenAI Chat) within the group, with a keen focus on delivering optimal digital experiences for Fideuram Intesa Sanpaolo private banking clients and Fideuram employees
- Recommended and created a comprehensive **design system** for all Fideuram's new internal web-apps
- Collaborated in the early stages of product development, **defining user needs and pain points**, ideating and designing effective solutions to address them, in accordance with business requirements. Produced **Lo-Fi wireframes** for validation and refined them into **Hi-Fi prototypes** ready for hand-off, using Figma and Sketch
- Conducted **usability studies** for pre and post-launch research

### UX DESIGNER | FREELANCE

Kyiv, remote | [www.gabrieleburol.com](http://www.gabrieleburol.com)

- Applied **Design Thinking** framework and worked at every stage of the design process: empathize, define, ideate, prototype, test, iterate and deliver
- Conducted **UX Research**, running user interviews, creating personas and user journey maps; created ready-to-test lo-fi and hi-fi clickable prototypes using Figma, Sketch and Adobe XD; ran usability studies and iterated on feedback

## Past Roles

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### DIGITAL MARKETING MANAGER | TITIAN RED

Kyiv | [www.titianred.com](http://www.titianred.com)

### BRAND MANAGER ASSISTANT | GUIOMAR

New York, Remote

### PR ASSOCIATE | LAWLOR MEDIA GROUP

New York City | [www.lawlormediagroup.com](http://www.lawlormediagroup.com)

## Education & Certicates

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### DEGREE OF ECONOMICS & BUSINESS

Ca' Foscari University of Venice

### GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

Google

7 courses: Design Thinking, Research, Wireframes, Hi-Fi Prototypes, Usability Studies, Visual Design

### DIGITAL MARKETING CERTIFICATES

Marconi International University of Miami

Google Digital Marketing for SME