GABRIELE BUROL

Product Designer

With 10+ years across design, branding and marketing, I bring a strategic view of how products live within a wider brand and market ecosystem. Today, I leverage my experience to design UX that improves clarity, trust, and conversion.

www.gabrieleburol.com · linkedin.com/in/gabrieleburol · +39 349 149 2897 · gabriele.burol@gmail.com

CORE EXPERTISE

Product Design · UX/UI · Design Systems · Product Discovery · UX Strategy · Design Thinking · User Research · Usability Testing · Design Mentorship

TOOLS

Figma · Sketch · Miro · Jira · Notion · Maze · Crowdin

LANGUAGE

Italian - Native · English - C2

EDUCATION

Degree in Economics and Commerce
Ca' Foscari University of Venice · 2013

CERTIFICATIONS

Product Designer Certification
UXcel · 2024

UX Design Professional Certificate
Google · 2022

Latest Experience

ALPIAN · *Switzerland's first digital private bank*

SENIOR PRODUCT DESIGNER · SWISS MOBILE APP DIVISION

2025 - Present · Switzerland, remote

- Championed company-wide **adoption of Figma**, which streamlined design, handoff, and iteration workflows
- Established a scalable **design system** and component library for the bank mobile app, implementing a three-layer token system and transitioning toward atomic design
- Led the **UX audit** of the old version of the app via primary **end-user research**, translating findings into prioritized recommendations for the 2025 full app **redesign**
- Led **full app redesign** with a dedicated design system that improved user flows, information architecture and visual consistency, leading to increased client satisfaction and trust
- Led **end-to-end UX/UI** for Investments, Pillar 3a & Vested Benefits, Savings Account, and Groupe Mutuel partnership integrations
- Owned **UX writing** and localization workflows, delivering 825+ keys to optimize UX and brand content
- Conducted systematic **QA** across the app, improving product stability and release readiness

Business impact: *client base +65%, AUM CHF 216.3M (growth +127%), revenue CHF 333M, app rating 4.35*

SENIOR PRODUCT DESIGNER & TEAM LEAD · STRATEGIC PROJECTS DIVISION (*Alpiantech for Intesa Sanpaolo*)

2023 - 2024 · Italy, remote

- **Promoted** to Senior Product Designer & Team Lead in recognition of delivery quality and leadership on the Intesa Sanpaolo account
- Defined and executed a **strategic design operations vision**, improving consistency and delivery quality across 4 concurrent products
- **Recruited**, onboarded, and mentored a design team of 3, establishing performance and delivery standards
- Owned and evolved the **branded design system** for all web applications, improving cross-team UI consistency

- Set and enforced **QA standards**, ensuring pixel-perfect, production-ready deliverables

Business impact: *led the creation of Alpiantech's design function, hiring team members, unifying the design system across 4+ web apps, and cutting design-to-dev handoff time by 60%; strategic groundwork directly enabled 2 new initiatives (Luxembourg mobile bank expansion and related CRM)*

PRODUCT DESIGNER · STRATEGIC PROJECTS DIVISION (*Alpiantech for Intesa Sanpaolo*)

2022 - 2023 · Italy, remote

- Led **UX/UI design for 8 launched products** (1 mobile app, 6 web apps, 1 GenAI chat), serving Intesa Sanpaolo's private banking clients and internal enterprise users
- Pushed for the **adoption of Figma** and subsequent migration from Sketch
- Designed **end-to-end experiences** in regulated financial environments, balancing usability, compliance, and business requirements
- Initiated and **built a comprehensive design system** adopted across internal web applications, reducing design inconsistencies and QA effort by 80% in 6 months
- Collaborated with PMs during discovery to identify **user needs**
- Produced **low-fidelity** wireframes translated into **high-fidelity** prototypes ready for dev handoff
- Planned and conducted **usability studies** pre/post-launch, iterating based on qualitative insights
- Partnered with engineering to define **handoff processes**

Business impact: *contributed to 8 product launches reaching 70,000+ private banking and enterprise users; design system creation adopted by all new web apps of the Intesa Sanpaolo Group; Figma adoption at an organization level increased team productivity by 50%*

Freelance Activity

UX DESIGNER

2021 - 2022 · Kyiv, remote

- Delivered end-to-end UX design for clients using the **Design Thinking** framework across discovery, ideation, prototyping, testing, and delivery phases
- Conducted qualitative and quantitative **UX research**, including surveys, interviews, persona and journey mapping, to inform design decisions
- Designed and tested interactive **low-fidelity and high-fidelity** prototypes using Figma, Sketch, and Adobe XD
- Ran **usability testing** sessions and iterated designs based on user feedback

Earlier Roles

DIGITAL MARKETING SPECIALIST · TITIAN RED

2019 · Kyiv

BRAND MANAGER ASSISTANT · GUIOMAR

2016 · New York, Remote

PR ASSOCIATE · LAWLOR MEDIA GROUP

2015 · New York