

Nicoletta Bruno

Staff Product Designer \

WORK EXPERIENCE \

- today** **Staff Product Designer – Berlin**
2021 Taxfix – Financial wellbeing unicorn
- Complexity*
Architected systems for +200K users, navigating the challenges of working and designing in a highly regulated environment (tax system).
- Strategy*
Drove a 3-year platform vision for the Italian organization.
Led Growth initiatives of activation, engagement and monetization for the Italian market.
Led the discovery, design, launch and iteration of new services and product offerings: Instant filing, Result preview & optimization.
- Leadership*
Collaborated with and influenced 20+ stakeholders to create and execute a cross-functional strategy that consistently met strategic objectives.
- Impact*
Drove user's subscription uplift of +39% compared to the previous year (2024 vs 2023)
NPS of 80 – Avg app rating 4,5
- 2021** **Sr. UX Designer – Berlin**
2018 Minglabs – Design and tech company
- Responsible for IoT products and services in cooperation with technical team and research center (touch/non-touch devices). Multidisciplinary B2B and B2C projects from 1-week Design Sprints up to 14-months projects (Agile Design & Scrum)
- 2018** **UX Designer trainee – Berlin**
Edenspiekermann – Creative agency
- 2017** **Junior designer – Milan**
Display.design – Design agency
- 2015** **Junior designer – Milan**
Studiolabo – Design agency

EDUCATION \

- 2017** **M.Sc Digital & Communication Design**
Politecnico di Milano, Milan
- 2012** **BA Graphic Design**
ISIA Urbino, Urbino

LANGUAGE \

Italian – Native speaker
English – Fluent
German – Basic

ABOUT \

With 10 years of experience, my strengths lie in Product Design, analytical and strategic thinking. I move confidently through business needs, vision development, roadmap creation, research to prototype, and project implementation. My skills make me an extremely flexible member of a cross-functional team, able to build solid relationships with colleagues, senior management, and C-level. I am passionate about solving complex problems, understanding user needs and behaviors, and leveraging this understanding to address their challenges while achieving business objectives.

COMPETENCES & SKILLS \

Design cross-platform • Data viz • Designing financial products and numerically-oriented interfaces • Understanding and designing e2e experience • Scoping, requirement definition and prioritization • Qual/Quant Research • Information Architecture • UX and Interaction design • Data analysis to find product gaps (Mixpanel, Looker) • Extensive experience with computer software (Figma, Miro, Notion, Adobe suite...) • Tech understanding and familiar with front-end development (HTML, CSS)

TRAININGS \

- 2024** **Mixpanel training**
– Taxfix, Berlin
- 2023** **AI Training: Prompt Engineering**
– Taxfix, Berlin
- 2017** **XYZ, research and co-design lab**
w/ Alessandro Tartaglia, et al.
– La Scuola Open Source, Bari
- 2015** **JS Girls, javascript workshop**
w/ Girls in Tech Milano
– Google Italy, Milan

EVENTS & PUBLICATIONS \

- 2017** **Do you fear migrants?**
Longlisted for the Kantar Information is Beautiful Awards
- 2015** **Don't fear.it – Who's afraid of the Internet?**
Published on La vita nova – Il sole 24 ore [n° Dicembre]
- 2014** **GetMI – A new way of traveling**
Featured as one of the best 21 projects at Wired Italy's #HackTheExpo