

Alessandro Dallafina

Contact

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Summary

Passionate about openness, future, technology and digital media. I'm driven by innovative ways of translating products into superior user and customer experience. With 9+ years of experience in design, I was fortunate to have some of my work published in world-recognized books and magazines

Education

Master's in Communication Design

Polytechnic University of Milan | Milan, IT

Oct 2008—Apr 2012

Thesis grade: 110/110

Graphic Design qualification

Riccardo Bauer Institute | Milan, IT

Dec 2007—Jun 2008

Bachelors in Digital Communication

University of Milan | Milan, IT

Oct 2004—Dec 2007

Thesis grade: 110/110 with distinction

Additional info

I speak | English, Italian & Romanian

I do lots of | Biking, Hiking and Rock climbing

Watching | Billions, Homeland

Reading | Roadside picnic, The art of Learning, 10% Happier, Mindset: The Psychology of Success

Additional work experience

Visual & Web Designer | Mar 2008—Apr 2009

at JDT | 3mo internship then **Contract** | Milan, IT

Information Designer Intern | Mar 2010—Feb 2011

at Density Design | **Internship** | Milan, IT

Interaction Designer | Dec 2011—May 2012

at Glossom | **Contract** | Milan, IT

Work Experience

Interaction Designer | Jan 2019—Present

at Google | **Full time** | Zürich, CH

- Designed end-to-end UX for Tasks in Calendar mobile to help millions users make time to be more productive.
- Solved the complex problem of integrating Tasks in Gmail-Chat successfully releasing this feature to the public in 2020.
- Worked closely with cross-functional partners to drive team alignment on several Tasks and Calendar features.
- Advocated for a cohesive Tasks experience across Google Workspace leading iconography update and major Tasks UI updates.

Sr. Product Experience Designer | May 2018—Dec 2018

at Wattpad Corp. | **Full time** | Toronto, CA

- Leading product design and UX research for the monetization team working across Android, iOS and Web surfaces.
- Defining product requirements and features with Dev and Product Management
- Worked with Head of UX to scale design strategies and team processes to grow the UX team by 70%. Mentored intermediate and junior designers.

Sr. Product Designer | May 2017—Apr 2018

at Shopify | **Full time** | Toronto, CA

- Released the beta version of the Marketing section (Web/Android), allowing 10K selected merchants to steadily increase their marketing daily activities.
- Successfully ran UX workshops to align tech, business and product stakeholders.
- Responsible for ideation, rapid prototyping, user journey mapping and detailed design specs for the Marketing Tech team.

Sr. User Experience Designer | Dec 2016—May 2017

at Flipp | **Full time** | Toronto, CA

- Driving User Experience Design for the Flipp white label retailer platform.
- Helping to shape product design strategies for Flipp App (iOS and Android).

Designer | Oct 2013—Dec 2016

at 500px | **Full time** | Toronto, CA

- Successfully worked with a small agile tech team to build and release the 500px Marketplace MVP from the ground up, in only 4 months.
- Contributed to UX vision and product strategy, aligning tech and design stakeholders, operationalizing the strategy across different teams.
- Led Product Design for the 500px Marketplace focusing on both UX and UI.
- Created user flows, wireframes and mockups to support new functionalities across web and mobile devices. Supporting front-end devs with CSS and HTML.
- Helped grow the 500px Marketplace into a stable MRR product in just 6 months.

Visual & Web Designer | May 2012—Jun 2013

at Getty Images | **Full time** | Milan, IT

- Directly reported to the Marketing Director Europe regarding concept, creation and localization of digital and printed advertising campaigns.
- Improved User Experience of the Italian version of the corporate website, supporting the Sales and Marketing team to achieve 100% of the KPIs for the year.
- Mentored marketing design interns and successfully worked with devs to find optimum solutions to deliver on-time and on-budget.