



Pietro Lezzani

Freelance Product Designer

EXPERIENCE

Freelance Designer

Self-employed

Jan 2024 - Now (9 months, Milan)

- UX/UI redesign of a CRM SaaS product to renew its brand and compete with market leaders, leveraging a new and tailored design system;
- Designed the user interface for a newly launched talent management platform;
- Redesigned the consumer App and public Website of one of the major Italian Energy providers;

Junior → Senior Product Designer

Bain & Company

Jan 2022 - Aug 2023 (1 year 7 months, Milan)

- Redesigned Cruise Co recruiting strategy and related digital properties.
- Redesigned Gaming Co customer experience leveraging recommendation system;
- Collaborated on proposal design for developing Bank Co ESG platform to assess customers' carbon footprint;
- Conducted Digital Due Diligence of Target Co's digital properties;
- Lead design processes to develop new flows and services for a client digital venture;
- Collaborated on Energy Co e-commerce redesign;

EDUCATION

Master in Digital and Interaction Design (Dropped)

Politecnico di Milano x Tongji University of Shanghai

2019 - 2023, Milan & Shanghai

Bachelor in Industrial Design (110/110)

Politecnico di Milano

2016 - 2019, Milan

Contacts

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Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Systems

Tools & Technologies

Figma, Protopie, Webflow,
Adobe Creative Suite, Google
Analytics

Other Skills

Arduino, RawGraph, Tableau

Languages

Italian (native)

English (professional)

Social

pietrolezzani.com

linkedin.com/in/pietrolezzani/