

EDWARD BATTISTINI

PRODUCT DESIGNER

Currently @moonpig

PROFILE

Product designer based in London with over 8 years of experience building innovative and ambitious solutions. As UX Designer for Moonpig I am in charge of our native apps; leading the design and supporting the delivery of solid and scalable initiatives. Throughout my career and entrepreneurial projects I was able to gain a broad set of skills and knowledge for each steps of the product lifecycle. I have tailored a solid customer centric design approach and apply it carefully in my work. My multiple failures in the past have helped me develop a strong resilience and taught me to see the potential even in the most challenging situations. I strive to shape our world for a better tomorrow.

EXPERIENCE

UX Designer @Moonpig.com Ltd *since January 2016 - London, UK*

As part of a larger product team, I am in charge of designing and iterating on the experience of the iOS and Android apps. Closely with product manager and tech leads we organise, develop and build initiatives to support our customer journey. Capturing requirements from all part of the business and prioritising them using various frameworks and customer feedbacks, I strive to create innovative and durable functionalities, whilst optimising our customer experience. Having recently moved to the squad model, we are now more focused and deliver targeted initiative. We therefore have more impact on the overall customer journey.

Product Designer @7 Mobile - TGI Group *Feb 2014 to Apr 2015 - London, UK*

For 7 mobile, the telecommunications branch of TGI, I lead the design, sourcing and personalisation of all our retailed products in Angola, Africa. My mission was to build a recognisable brand and provide the Angolan market an easy and affordable way to access telecommunication. Throughout my time at 7 Mobile, I had the chance to design OEM products, create all retail packagings and all campaign material. The biggest challenge was to be able to coordinate remotely with suppliers, retailers and local parties in London, China and Angola to guarantee high quality standards, essential to building a strong brand.

Co-Founder and lead designer @Pyramyd Eyewear *Apr 2012 - Dec 2013*

The meeting point of fine jewellery, which I was exposed from very young age, and my passion for premium accessories. I created the whole brand, investing on the richness of handmade French craftsmanship and the unique potential of modern luxury. The PE01 collection was a simple handmade design, fully bespoke sunglasses, mounted with precious stones. This was the most challenging initiative I have ever worked on. Summarising it on a resume would be too complex. Let's have a coffee and chat about it if you want.

Co-founder and lead designer @wepark.fr *Sep 2011 - 2013 - Paris, FR*

Wepark tried to solve on street parking issues in France, causing pollution and traffic in most of our cities. I designed a "matching" driver app connecting in realtime drivers willing to give or find a parking spot. Using a virtuous approach of "give to take" the app was free to use as long as you gave back to the community. As the sole designer I was leading the creation, architecture, testing, and implementation. As one of the three founders I was helping to pitch, sell and promote the product to various parties (investors, press, drivers...) Wepark was the most educative and interesting project I had the chance to be part of.

Product designer contractor *since 2010*

For the last 8 years I had the chance to collaborate with business makers in France and London. Having a strong entrepreneur network, I am the go to for anything design related. Providing a comprehensive toolkit for people, mostly business focused, I deliver assets and help simplifying design process, from initial brand research, requirement gathering and product ideation to user testing and production optimisation. I'm I have helped companies like, Jour.fr, CPRESS, Citytips, shape their ideas into beautiful usable products.

You've reach the bottom, wow... thanks for the read. I believe i have had a very interesting life so far and I'm aware I might not tick all the boxes or sound like the typical candidate but if you are interested, there is more to hear. Get in touch and we can grab a coffee.

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@edbattistini

EDUCATION

MA, Industrial & Product Design

Creapole ESDI Paris

2006 - 2011

Saint Martin de France

High-School Diploma

1999 - 2006

EXPERTISE

User experience and Interface design.

Product management, planning.

Prototyping and user testing.

Service design, experience mapping.

Workshop facilitation, requirement gathering, building strategy and product prioritisation.

SHIPPED PRODUCTS

xxxwear.com *(live)*

noteflikz.com *(live)*

jour.fr *(live)*

citytips *(ended)*

pyramyd-eyewear.com *(ended)*

wematch.fr *(ended)*

prizer.fr *(ended)*

wepark.fr *(ended)*

Road inc. *(ended)*

LANGUAGE

French - native, English - fluent

Spanish - casual

BEHIND THE MASK

Tech nerd and product hunter.

"Food is not a passion it's a religion"

Thirsty learner.

Promoter of simplicity.

"Radical Candour" believer

Father of two amazing girls and married to an amazing wife.