

EDWARD BATTISTINI

PRODUCT DESIGNER

Currently UX designer @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 approach and apply it carefully to 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.

- Capturing, analysing and prioritising opportunities to solve our customer problems.
- Leading creative workshops within our squad or broader business.
- Designing, testing and iterating on generated ideas throughout our apps.
- Representing the user needs across the business.
- Optimising the delivery of the app design and experience. (tools, prd, process)

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.

- Built a notorious brand and offered an easy, clear and affordable access to modern telecommunication.
- Designed and developed branded mobile products and all retail packaging.
- Lead the design of all marketing and campaign material.
- Coordinated locally and remotely with suppliers, retailers and local parties in London, China and Angola.

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

The meeting point of fine jewellery and my interest for fashion accessories. I have launched a collection of bespoke sunglasses, mounted with precious stones, promoting French craftsmanship and modern luxury.

- Designed the whole brand and the PE01 sunglass collection.
- Sourced materials, suppliers and created relationship with manufacturers.
- Launched, pitched and sold the collection to the press, notorious retailers and high value customers
- Created bespoke manufacturing processes to allow last minute customisation.

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

As part of Wepark, we tried to solve on-street parking issues in France, causing pollution and traffic in most of our cities. We created a realtime native "matching" app for drivers willing to give or find a parking spot.

- Lead the creation, design, UX architecture and testing of the app
- Managed and prioritised the development with our engineers.
- Pitched and raised funding for the project and promoted the product to the press and driver community.

Product designer contractor *since 2010*

For the past 8 years, I had the opportunity to collaborate with business makers in France and London. I am the go to person for anything design related. Providing a comprehensive toolkit; I simplify the design process, from initial research, requirement gathering and product ideation to user testing and implementation. I have helped companies such as Jour.fr, CPRESS and Citytips to shape their ideas into real usable products.

You've reach the bottom... thanks for the read. If you are interested, there is more to hear.

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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 (*wip*)

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 the best wife.