Rosario Barbera

Monza, Italy +39 328 706 4498 ros.barbera89@hotmail.it linkedin.com/in/rosariobarbera89

Senior Product Designer.
Products from scratch, conversion, regulated flows.

Over ten years across agency and product. I designed Bazr, an Italian live commerce app, from scratch: from live auctions to identity checks for winning bidders, working with PMs and developers through to release. At GreatPixel I grew to lead a team of ten designers, after years of conversion projects with measured results (+31% conversion rate for Enel Energia). I use AI throughout the process, including to clear bottlenecks for other teams.

Education.

IULM University, Behavior and Brain Lab
Neuromarketing and Consumer Behavior; 2020

Consumer neuroscience applied to web usability, advertising and packaging.

Politecnico di Milano, POLI.design
Advanced Course in User Experience Design; 2019

Agile and Lean, service design, cognitive psychology, personas, customer journeys, user testing, functional specs.

University of Palermo
Bachelor's degree in Industrial Design; 2015

Skills.

Problem framing, user flows and customer journeys, information architecture, wireframing, user testing, A/B testing, functional specs, design systems, UI design, regulated flows (KYC/AML), team leadership, AI in the design process.

Tools.

Figma, Claude Code, PostHog, EyeQuant, Photoshop, Illustrator, After Effects.

Languages.

Italian (native), English (B2).

Experience.

Bazr / Senior Product Designer
Milan / Jul 2023 - present

Italian live commerce app with auctions and live streaming, designed from scratch starting from the idea. I own design from PRD to release, and propose improvements and content for the releases that follow.

- Live auctions: designed and shipped in 3 weeks, design to development. From the first weekend to the following ones, paid auctions went from 2 out of 4 to 8 out of 8, each settled within 20 seconds of closing.
- Live promos: proposed and designed a lever to increase sales during live streams, released between May and June 2026.
- Customer due diligence (KYC/AML) for auction winners: designed the flow with configurable thresholds, identity verification with document and selfie, an AML questionnaire and manual review with neutral messages, in line with the tipping-off ban. Worked with PMs and legal advisors on Italian Legislative Decree 231/2007 and helped choose the verification and screening providers.
- AI-ready design system connected to code, with less ambiguity and fewer clarification requests at handoff.
- Studio Social: built an internal platform with Claude as art director, where marketing produces posts, videos and print materials on its own.

GreatPixel
Milan / Mar 2016 - Jul 2023

Performance marketing agency. Seven years, from UI/UX Designer to Head of UI.

Head of UI / Nov 2022 - Jul 2023

- Led a team of ten designers: strategy, process and creative direction.
- Angelini Group: led the digital identity of Angelini Industries and the whole group ecosystem. Creative Lead on Angelini Pharma's national PostFludec campaign (TV spot and social).

UI/UX Designer / Mar 2016 - Nov 2022

- Enel Energia, product page: designed button variants and validated them with EyeQuant. The winning layout brought a +31% conversion rate and was rolled out across the whole site.
- Fastweb, fibre offer landing page (performance-based project): heuristics, user testing and a new layout with reordered plans. After 3 rounds of A/B testing, +12% subscribers.
- Mapp: designed the first version of the email marketing tool.
- Restaurant apps and kiosks, with IULM University and Gamba Bruno.
- Clients: Esselunga, Gruppo Percassi, SEA Milan Airports, Azimut.