

Gianbattista Bifulco

Design Lead / Design Ops Manager

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Summary

I'm a Lead Designer with more than 8 years of international experience, and a deep expertise in Financial Services. I work end to end to conceptualise, design and deliver multi-platform digital experiences.

I don't simply draw layouts: I imagine, create and bring to life inclusive experiences focused on the users. I am comfortable working across both Agile and Waterfall methodologies.

I can successfully translate brands, moods, messages, concepts, and underdeveloped ideas into projects coming up with a proposition that covers all the strategic touch-points. I am used to work in multi-creative environments alongside with other designers, UX writers, content strategists, BAs, POs and developers. I define myself more as a realistic designer rather than an idealistic one: aiming to design innovative solutions while always keeping an eye on technical constraints.

Work Experience



Emirates NBD

Lead Designer | Design Ops Mgr
Feb 2020 - current | Dubai (UAE)

emiratesnbd.com

Since February 2020 I have been involved in the agile transformation project for Emirates NBD. My main tasks:

- **Foresee the design quality** on various channels, i.e Mobile Banking & Online Banking, while also defining and setting up the Design System
- **Develop and push the design of our platforms**
- **Provide guidance** to the design team, and enable them to operate autonomously on: creating pixel perfect UI, delivering scalable components, implementing native's device patterns and designing consistent interaction
- **Bring a radical user-first mindset** of making things functional before before making them beautiful
- Make sure that everything designed is 98% reflected on the production app

Since May 2021, I am **responsible of formalizing & managing the Design Operations framework** in the organization



Boubyan Bank

Lead Designer / Ass. Op. Head of Design
Aug 2019 - Feb 2020 | Kuwait City

boubyan.bankboubyan.com

As a Lead Designer, I **set the foundation of the Boubyan Bank Design System project**. The aim was to create a library of visual styles, components, and shared practices documented and released as code & design tools across the organization



Digital Entity, NTT Data Italia

UX/UI Senior Designer
2015 - 2019 | Wien (AT)

nddn.design | digitalentity.com

As a digital designer I supported UniCredit Group in releasing innovative functionalities and consistent customer experience across Group's CEE subsidiaries. A context that counts 2+ millions of users, 10 banks, 8 currencies, and a digital ecosystem made of **8 mobile apps, public websites & internet banking** (Serbia, Romania, Hungary, Czech Republic, Bosnja, Banja Luka, Russia, Slovakia, Slovenia).

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I covered all the design process, from collecting & validating requirements with business & technical stakeholders, to conceptualize UX & UI Design of the different customer journeys. The multidisciplinary team counted more than 100+ people between product owners (from local banks), PMs, BAs, Devs. I launched inside the group the design system methodology as a connecting link between all the stakeholders involved, with the aim to use one single language that defined rules & principles for all digital products.



Digital Entity, NTT Data Italia

UX/UI Designer

2012 - 2015 | Milano - Roma (IT)

Before the experience in UniCredit, I worked for brands and organisations such as Telecom, Wind, Sky Italia, Poste Italiane, Fastweb, BNL, and many others. I **supported the design of Hello Bank!, the first mobile digital bank in Italy** (BNP Paribas group). I also worked for the restyle of BNL's websites <http://bnl.it>, <http://www.bnl.it/comunicazione/teleton> and for mobile apps such as "Evolutiva BNL".



Sky Italia,

London Olympics team internship

Feb 2012 - Oct 2012 | Milano (IT)

Media Content & Production for the London 2012 - Olympic Project - Multimedia Content Production & Dispatching for "Sky Go" official Mobile Application of Sky Sport (<http://skygo.sky.it/>) and for Sky.it (www.sky.it)

Education

Elis College

Multimedia Technologies

2009 - 2012 | Rome (IT)

Activities and Societies: Master Post-Diploma, Languages and Media Technologies, Visual Design, User Experience Graphic Design, Computer Programming, Media Content Production.

Conservatorio E.R. Duni

Diploma in percussions

2004 - 2013 | Matera (IT)

Diploma in basic solfege, Diploma in rhythmic solfege, Complementary Piano, Armony, General percussions diploma, electronic production.

Skills

Design: Design Systems, Design Ops, Libraries, Components, Concepts, Illustrations, UI, User flows, Concept Sketches, Wireframes & Mock-ups. All devices. **Prototyping:** Rapid Prototyping , Interactive Flows with HTML/CSS/JS, Wordpress, Frameworks. **Research:** Data Analysis (AppAnnie Analytics), Task Analysis & Persona Hypothesis, A/B Testing & Experiment, Experience Maps.

Tools

Design: Sketch, Figma, Invision, Zeplin, Flinto, Adobe Creative Cloud, Adobe XD, Marvel, Paint '98.

Project Management: Confluence, Jira, Trello. **Development collaboration:** Invision, Zeplin, GIT.