



EDWARD BATTISTINI

Product design leader - Currently Principal UX @ZAVA

Me@edwardbattistini.com
+44(0) 7473 321 424
www.edwardbattistini.com

PROFILE

I am a product designer based in London with a decade of experience building innovative and ambitious solutions for startups and scale-ups; Leading the experience and supporting the delivery of solid and scalable initiatives. Throughout my previous roles and entrepreneurial projects, I was able to gain a broad set of skills for each step of the product development lifecycle. I have tailored a solid customer-centric approach and apply it to my work. My past failures have made me very resilient and taught me to see the potential even in the most challenging situations. I strive to shape our world for a better tomorrow.

EXPERIENCE

Principal UX@ZAVA | Since October 2019

I'm in charge of the experience for the patient, doctor, and platform products. I lead four other designers to build the best healthcare services. As the top individual contributor, I work to harmonise the experience and structure our processes. I host most team rituals to ensure we create consistent solutions, with confidence, and minimised risks.

UX designer@Moonpig | 2016 - 2019

As part of a larger product and design team, I was in charge of the mobile apps user experience. I lead the implementation of the rebrand and defined the foundations of the cross-platform design system. Within my squads, I contributed to the successful release of structural features such as checkout, card editor, navigation and taxonomy, and handwriting. During my time at Moonpig, my work in those initiatives lead to an increase of the apps revenue share from 12% to ~35% of the total yearly revenue.

Product designer@7Mobile - Tgi Group | Feb 2014 - Apr 2015

As the main designer, I was tasked to design, source, and create digital and retail products for the company. I designed a full range of electronic devices for the Angolan market, coordinating with London stakeholders in China, Angola, and the USA. In my time at 7Mobile I was able to produce detailed phone specs, custom OS themes, retail packaging, digital marketing assets, E-commerce websites to build a strong, trusted, and recognisable brand, allowing the company to become a main player in the Angolan market.

Co-founder & designer@Pyramyd Eyewear | Apr 2012 to Dec 2013

I created the whole brand, the product range, and developed processes to create this unique offering. Investing in 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 product I've ever created.

Co-founder & designer@Wepark | Sep 2011 to 2013

I lead the creation, architecture, user testing, and implementation of the driver app on iOS. As one of the three founders, I also pitched and promoted the product to various stakeholders (investors, press, drivers...) to reach our initial goals. Wepark was the steepest and most educative project I had the chance to be part of.

UX design contractor | Since 2010

Offering product design services for the last decade. Having a strong entrepreneur network, I am the go-to for anything product and experience-related. I Provide a comprehensive toolkit for people, mostly business-focused. I come in as an individual contributor and facilitate the product thinking process, from initial research, requirement gathering, and product ideation to user testing, implementation, and optimisation. I have helped companies like Jour.fr, CPRESS Juices, Citytips, shape their ideas into beautiful usable products.

EDUCATION

MA, Product & industrial design
ESDI Paris - Graduated in 2011

French Baccaulaureate in Economics
Saint Martin de France - Graduated in 2006

KNOWN FOR

User experience and Interface design.
Prototyping and user testing.
Product thinking
Problem solving
Experience mapping
Workshop facilitation
Requirement gathering
Mentoring and teaching
Technology assessment
Prospective thinking
Entrepreneur mindset

MY TOOLBOX

Miro/Figjam for research/Unpacking
Figma for UX/UI
Protopie for HiFi prototyping
SwiftUI for dev prototypes
User Testing live or UserTesting.com
Coda.io for process and automation

SHIPPED | WORKED ON

Hey.edwardbattistini.com (live)
iGlance macOS app (live - open source)
Raw Power iOS/macOS app (live)
Noteflikz.com (live - Hackathon)
Jour.fr (live)
Citytips (sunset)
Pyramyd-eyewear.com (sunset)
Wematch.fr (sunset)
Prizer.fr (sunset)
Wepark.fr (sunset)
Road inc. (sunset)

LANGUAGE

French - native
English - fluent
Spanish - casual

PERSONALITY | INTERESTS

Tech nerd and product hunter
Avid learner and listener
On a quest to simplify things
Dreams of making the world a better place
Believe in radical candour
Food freak and cook
Love winter sports and surfing
Father of two extraordinary girls
Married to an amazing wife.