

GIOVANNI FRANCOLINI

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28 Years old

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[LinkedIn](#)



Product Manager - Paris

PROFESSIONAL EXPERIENCE

Freelancer - Project Manager | UX Designer | Frontend Developer

2022 – Current

- Led the **design and development of 8+ websites** across industries such as luxury, real estate, and academia.
- Improved **UX and SEO** for a luxury bed linen brand through competitor analysis and iterative prototyping, resulting in an **increase in users (+ 120% YoY)**, **conversion rates (+ 17%)**, and optimized mobile performance (+37%) and **page speed (+57%)**.
- Managed **project timelines** and resource allocation for an event company, applying **risk management** techniques and leveraging past project learnings to ensure on-time, within-budget delivery.
- Maintained **strong client relationships** through regular text, call, and meeting updates, providing proactive follow-up and post-launch support to **address evolving business needs**.

Casavo - UX designer | Product Coordinator - Milan, Italy

2021 – 2022

Casavo is a leading European PropTech company, founded in 2017, specializing in fast property transactions through an iBuyer model (€225M, 450 employees).

- Designed **wireframes and mockups** adhering to modern accessibility standards, decreased **average task completion time (-25%)** and improving **user engagement (+20%)**.
- Simplified and streamlined **project documentation**, decreased the time spent on project documentation by 1h/week.
- Coordinated **bug-fixing initiatives**, ensuring timely resolution and **improved product stability**.
- Led the design of **illustrations for online and offline ad campaigns**, contributing to brand consistency and **market reach**.
- Facilitated **cross-functional team meetings** to align design efforts with marketing, product development, and business goals, resulting in cohesive strategies and **more efficient project execution**.

AGM Solutions - Project Manager | UX Designer | Frontend Developer - Milan, Italy

2019 – 2021

AGM Solutions is an IT consulting firm based in Milan, specializing in cybersecurity, digital transformation, and software development.

- Led the **redesign of user interfaces for Generali**, simplifying operations and translating information architecture into a more User-Centered Design (UCD).
- Managed the discovery phase, conducting extensive **quantitative and qualitative research** through **user and stakeholder interviews**.
- **Presented design solutions** and project updates to the CEO and key stakeholders, securing buy-in and approval for the redesigned interface.
- Designed and implemented **wireframes and interactive prototypes** to test and validate new ideas, ensuring alignment with user needs and business goals.
- Created and maintained a **design system**, ensuring consistency across applications for both small and large companies.
- Defined **user personas, flows, and journeys**, enabling informed decision-making and **enhancing overall user experience**.

EDUCATION

JOIN MAESTRO - PARIS, FRANCE

AUGUST – OCTOBER 2024

Product Management

ISIPM - ROME, ITALY

MARCH 2022

Project Management Certificate

IED - MILAN, ITALY

SEPT. 2016 – JULY 2019

Bachelor's Degree in Interaction Design

LANGUAGES

Italian (Native); English (C2); Spanish (C1); French (B2).

IT SKILLS

- **Design Tools:** Figma, XD, Sketch, Adobe Suite.
- **Analytics:** Google Analytics, Google Optimize, Hotjar.
- **Coding Languages:** PHP (Laravel), Angular 8+, HTML, JavaScript, SASS, Bootstrap, Wordpress.
- **Content Management Systems:** WordPress, Shopify, WeWeb, WebFlow.