

GIOVANNI FRANCOLINI

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29 Years old  
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Technical Product Manager



**KEY ACHIEVEMENTS:** **Entrepreneurial Mindset:** Founded and scaled Faicose.it from 0 to 19 active experiences, managing all business and technical aspects. **Technical Versatility:** Successfully bridged the gap between UX design and engineering in high-growth environments like Casavo. **Global Perspective:** Gained a global professional culture in hubs like Paris; adept at navigating diverse markets and stakeholders.

PROFESSIONAL EXPERIENCE

Faicose.it - Founder & Product Manager - Florence, Italy 2025 – Current

- Defined **product vision, strategy, and roadmap** for an experiential tourism platform, managing the project **from initial concept to MVP launch**.
- **Acquired 7 partners** artisans and launched **19 active experiences**, overseeing the entire **user journey and business development**.
- **Designed the platform's UX/UI** and managed the **technical architecture** (Webflow/Xano), ensuring **scalability and performance**.

Freelancer - Project Manager | UX Designer | Frontend Developer - Paris / Milan 2022 – Current

- **Led the end-to-end design and development of 8+ websites** in luxury, real estate, and events, managing timelines and resource allocation.
- Boosted a luxury brand's performance: **+120% users YoY, +17% conversion rate, and +57% page speed** through iterative prototyping and SEO optimization.

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.
- Led the design of **illustrations for online and offline ad campaigns**, contributing to brand consistency and **market reach**.

AGM Solutions - 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**.
- Created and maintained a **design system**, ensuring consistency across applications for both small and large companies.

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 (C1).

IT SKILLS

- **Product:** Roadmap Definition, Backlog Prioritization, Agile/Scrum, Product Discovery, Stakeholder Management.
- **UX/UI:** Figma, Adobe Suite, User Research, Prototyping, Design Systems.
- **Analytics:** Google Analytics, Google Optimize, Hotjar, Clarity.
- **Technical:** PHP (Laravel), Angular 8+, HTML, JavaScript, API Integration.
- **Content Management Systems:** WordPress, Shopify, WeWeb, WebFlow.