



Mirco Barbero

UX designer & Product owner

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About me

I profoundly believe in cooperation and cross-contamination that's why I work with people with different backgrounds, from engineering, design, computer science to sociology. My ambition is to become an innovator, entrepreneur and decision maker, helping people and society solving problems and challenges.

Experience

UX designer - Cerved group

2022 - 2024 #UX #designSystems #B2B #serviceDesign

I was part of the Product and Development team developing several B2B projects, in particular for banking and financial corporate clients.

Moreover, I was part of the team involved in the development of the Cerved Group Design System.

Cerved is the Italian market leader in big data management and business information, part of ION group one of the largest multinational fintech companies.

- User experience designer in more than five development projects for B2B Italian corporates
- Researched with users and creation of user flows, wireframes, blueprints and Figma prototypes
- Direct collaboration with Scrum development teams, definition of requisites, user stories and documentation
- Design of the internal Design System, definition, creation and maintenance of UI components, styles and guidelines

Product Owner - Trilogy srl

2021 - 2022 #agile #scrum #digital

Following a previous innovation project on agile development I decided to take the role of Product Owner in a full-remote scrum team, developing custom digital solutions for different clients.

My main activities revolved around:

- Researching with user-centric approach the clients needs and problems
- Managing and organizing the product backlog, creating user stories for each sprint of the project
- Designing and prototyping the user experience and interfaces of the software developed by the scrum team

Junior innovation consultant - ELIS

2021 #openInnovation #projectManagement #corporate

Training on the job focused on the implementation of Open Innovation projects between corporates and start-ups.

- Learned about open innovation environments and actors
- Designed and proposed several innovative solutions to corporate companies such as: Eni, AWS, A2A, Tim.
- Applied project management concepts waterfall / agile in real business cases proposed by corporates and startups

Co-founder - INFLUENSSERI

2020 - 2021 #startup #UX #UI #businessDevelopment

During my period of study abroad I've launched a startup as one of 3 amazing founders, developing a modern web platform for influencer marketing. Our goal was modernizing the relationship between social media creators and brands.

- Research, validation and pitching of the business model sustainability
- Designed the user experience and interfaces of the platform, desktop and mobile
- Involved 100 content creator to join our platform and collaborate with several brands
- Participated in several international startup contests (Northbound startups, Boost startup journey)

Education

Information & Service Management @Università di Trento

2019 - 2021 Master's degree

The master's degree in Information and Service Management is focused on the opportunities offered by new digital technologies and their business applications. I've graduated with 147 credits over the base of 120

Main courses:

- Development of digital services
- Service design
- Data Management and Business Intelligence
- Corporate Strategy
- Data Analysis
- Business Model innovation

Erasmus+ @Abo akademi (Finland)

2020 Exchange program

I've spent the second year of my master's degree as an exchange student with the Erasmus+ program at the Abo akademi university in Finland.

Main courses:

- Development of Digital Services
- Information Architecture and Strategies
- User-centered Design of Information Systems
- Data Management
- Sustainable Business

Energy efficiency @ESF

2021 Extracurricular course

I strongly believe in a green transition of our economy and the implementation of more sustainable and renewable energy sources. That's why I've taken part in this project sponsored by the European social fund and the province of Bozen focused on the development of energy efficiency systems and renewable energy production.

Main courses:

- Renewable energy systems
- Energy management
- Circular economy
- Project management for energy efficiency
- Digitalization and augmented reality

School of Innovation @Università di Trento

2019 - 2020 Innovation program

I joined the first School of Innovation in Italy, this unique program focuses on Innovation and Entrepreneurship giving the students the opportunity of interdisciplinary courses from different fields of study.

Main courses:

- International entrepreneurship
- User-centered approaches
- Idea generations
- Business development & market research

Banking & Finance @Università di Genova

2014 - 2018 Bachelor's degree

The degree in Banking and Finance from the University of Genova, guarantees a multidisciplinary formation focused on knowledge of economic and financial systems their institutions and companies.

Main Courses:

- Financial Institutions
- Securities Markets
- Econometrics
- Corporate Finance

Personal projects

DaisyUI Figma UI kit - DaisyUI

2024 #open-source #web #UI #designSystem

I am passionate about open-source projects and web technologies, for this reason I started contributing to different projects,

- Support and organisation of a Figma community file for DaisyUI
- Release of version 1 of the Figma UI kit for DaisyUI components
- Active engagement with the community and support to contributors of newer versions of the components

Agile team member - Momento

2020 #agile #innovation #digital #newnormal

I've been part of an agile team in the project "Scintille" sponsored by Trentino sviluppo and Momento with the goal of proposing innovative solutions for companies looking at a digital transition after the 2020 pandemic.

- Researched and analysed the client company's problems and opportunities.
- Brainstormed, prototyped and presented two alternative solutions for the digitalisation of the manufacturing process.

Innovation Olympics - IXL center

2019 #innovation #creativity #prototyping #challenge

In this innovation project sponsored by IXL center I've worked in an innovation team for Habitech distretto energia ambiente. The goal was developing new business opportunities for the company.

- Analysed the company's market, trends, opportunities and challenges.
- Brainstormed and pitched different solutions and iterated with the client.
- Prototyped a web platform for renovation and energy management as a new service offered by the company.

Personal interests

Reading

I am a passionate and voracious reader, at the moment I find myself interested with books about risk, uncertainty and statistics from authors like Nassim Taleb, Gerd Gigerenzer and Daniel Kahneman.

Surfing

One of my childhood dreams that I started practicing almost ten years ago, I couldn't go without.

Writing

This is a recent passion that I started cultivating, it helps to find solace and express myself.