



FIG. 01 — C.V. NAPLES, IT

PRODUCT MANAGER *BUILDER.*

CRISTIANO VICEDOMINI — AI-NATIVE PRODUCT DESIGNER

Product builder with 10+ years turning design craft into shipped outcomes. I own the full loop — strategy, roadmap, prototyping, execution — across web and mobile.

I build with Claude, Replit and Codex, taking ideas from concept to working product without waiting on a full dev cycle.

Outside product: musician, and a lifelong theatre and cinema enthusiast.

10+

YEARS IN PRODUCT & UX

16M+

USERS REACHED AT ARUBA

4

COMPANIES, ONE
THROUGHLINE

• 02 — EDUCATION

2023

Master in Product Management

Product Heroes

2021

UX Writing Course

Pennamontata

2019

Master in UX Design

Fastweb Digital Academy

2017

Master in UX Design

Politecnico di Milano

2012-13

Master in Graphic & Web Design

ILAS, Naples

2006-12

PhD in Philosophy

Univ. di Napoli Federico II

• 01 — EXPERIENCE

Lead UX Designer / Product Manager

2021 — Now

Aruba S.p.A. — Italy, Remote

Own end-to-end delivery of Aruba's email ecosystem — Webmail, PEC, Business — serving 16M+ users across 9.8M+ mailboxes.

— **AI Webmail Transformation** — Aruba's first AI-powered webmail features and its first AI Assistant.

— **Roadmap & Prioritization** — owned delivery roadmaps end-to-end, aligning design, product, QA and engineering.

— **AI-Native Building** — prototype and validate features hands-on with Claude, Replit and Codex.

Product Designer

2016 — 2020

Buzzoole — Naples, Italy

Owned UX for creator discovery, campaign management and reporting on an influencer marketing platform — \$18.6M raised, 300K+ creators, 2K+ brands.

— Designed and validated new features, coordinating testing and rollout.

— Managed change requests, aligning requirements with technical teams.

• 03 — CORE SKILLS

PRODUCT

Strategy · Roadmapping ·
Prioritization · Discovery ·
Stakeholder Management · OKRs
· A/B Testing · Data-Informed
Decisions

DESIGN

UX/UI · Wireframing & Prototyping
· Interaction Design · Design
Systems · User Research ·
Usability Testing

AI BUILDING

Claude · Replit · ChatGPT / Codex
— prototyping, shipping, code
review

TOOLS

Figma · Sketch · Adobe CC · Miro
· Jira · Confluence · Notion

ANALYTICS & RESEARCH

Google Analytics · Matomo ·
Crazy Egg · GetFeedback

04 — LANGUAGES

Italian	Native
English	Professional

• 01 — EXPERIENCE, CONTINUED

Senior UX/UI Designer

2015 — 2016

Betadvisor — London, Remote

Led the corporate rebrand and cross-platform interface redesign — desktop, tablet, mobile — for an international sports-tipster platform serving two distinct audiences.

UX/UI Designer / Graphic Designer

2014 — 2015

Allaterza — Naples, Italy

Delivered brand identity, e-commerce and digital products for national and international brands, plus independent projects spanning a white-label platform, a travel app and a startup identity.

UX Mentor

2019 — 2020

UX Box — Italy, Remote

Mentored aspiring and practicing UX designers through a 6-month course, providing structured feedback and ongoing support.

• 05 — SELECTED CLIENTS

Ducati	Brionvega	Revlon
Gay-Odin	Fastweb	Vodafone

LET'S BUILD *SOMETHING.*

FULL CASE STUDIES & PORTFOLIO
CRISTIANOVICEDOMINI.COM →

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