

Maurizio Pedrazzoli Grazioli

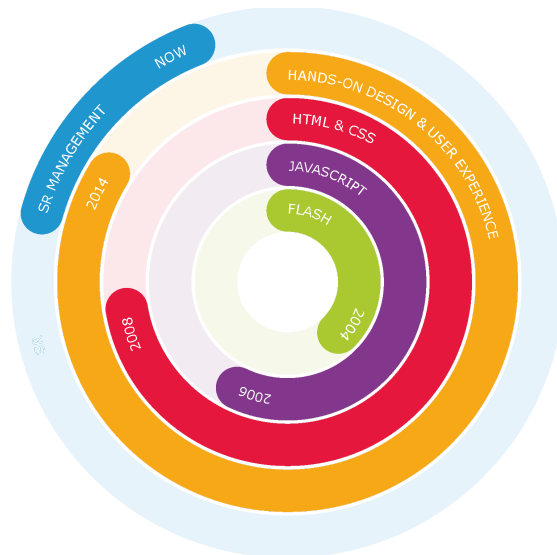
Curriculum Vitae

Summary

Working as Interaction Designer for over 20 years has given me a wealth of experience in creating interfaces that allow for intuitive navigation and optimal user engagement.

My strong skills in front-end development mean that I understand the creative process as well as the technical implementation.

Living across Asia, Europe and the Middle East has given me a broad world view and invaluable insight into what users need and demand across a variety of markets and cultures.



Interaction Design:

I started my career in 1997 as a front-end developer. With time my passion evolved into Interaction design, a happy place to be. My technical background helps me on a daily basis to better understand how to adapt my creativity. I'm glad I had my "geek moment".

User Experience:

As a great man once said: "Design is not just what it looks like and feels like. Design is how it works". I totally agree with Steve, I have always been fascinated by a person's perceptions and responses. I regularly attend user testing sessions.

Front-end Development:

Driven by curiosity, I still like to get my hands dirty and write some code every now and then.

Experience

Founder @Honey Badger FZ LLE

March 2021 - Present
Dubai, United Arab Emirates

Dubai based consultancy providing creative services. I help businesses create brands, intuitive software and WEB 3 applications.

Experience Design Director @Kinetic Brands

September 2022 - June 2023
Dubai, United Arab Emirates

Kinetic Brands is an independent brand and digital experience consultancy led by award-winning creative and strategic minds.
We have the strategic creative expertise, experience and agility needed to help business leaders keep their brand moving forward.

Creative Director [freelance] @Genieology

May 2021 - October 2021
Dubai, United Arab Emirates

A cross-cultural and product-led growth agency turning business DNA into magical brand experiences.

At Genieology we specialise in the science of storytelling. Understanding the essence that makes your business what it is. Then bringing it to life through purposeful execution.

Director of Design & User Experience @Kingfisher Digital

October 2018 - March 2021
London, United Kingdom

Kingfisher operates in 1,300+ stores across 10 countries in Europe; employing 79,000 people and nearly six million customers shop in our stores and through our digital channels every week.

Kingfisher's brands:
B&Q, Castorama, Brico Dépôt, Screwfix, Koçtaş

Some of my key Responsibilities:
1- Manage a team of 20+ UX / UI designers
2- Drive UX best practices within the Organisation
3- Inspire and mentor UX / UI leadership teams
4- Oversee the creative direction of the team

Co-Founder & Managing Director @Vape Dodo LTD

August 2016 - August 2019
London, United Kingdom

User Experience & Design Lead [freelance] @Beyond

March 2018 - April 2018
London, United Kingdom

Art Director [freelance] @AKQA

March 2018 - April 2018
London, United Kingdom

<p>Head of Product @YunoJuno</p> <p><i>July 2016 - September 2017</i> <i>London, United Kingdom</i></p> <p>Connecting premium freelancers and contractors with their most sought-after employers.</p> <p><i>Some of my key Responsibilities:</i></p> <ul style="list-style-type: none"> 1- Product delivery 2- Roadmap prioritisation 3- Manage customer feedback 4- Manage inter-disciplinary team 	<p>Head of User Experience [fix term contract] @Betfair</p> <p><i>June 2015 - July 2016</i> <i>London, United Kingdom</i></p> <p>In charge of Betfair suite of products with the goal of increasing user engagement and revenue.</p> <p><i>Some of my key Responsibilities:</i></p> <ul style="list-style-type: none"> 1- Driving the UX best practices in the Organization 2- Inspires and mentors the UX leadership team 3- Lead the processes around user research 4- Oversee the creative direction of the team
<p>User Experience Associate Director @DigitasLBI</p> <p><i>July 2014 - June 2015</i> <i>London, United Kingdom</i></p> <p><i>Some of the projects I've worked on:</i></p> <ul style="list-style-type: none"> 1- Nissan, Renault & Infiniti Alliance: HELIOS 2- Cathay Pacific 3- AstraZeneca 	<p>Senior Information Architect [freelance] @Sapient Nitro</p> <p><i>April 2014 - June 2014</i> <i>London, United Kingdom</i></p> <p><i>Some of the projects I've worked on:</i></p> <ul style="list-style-type: none"> 1- NatWest 2- E-ON 3- The Harbour Club
<p>Senior UX / Interaction Designer @Expedia</p> <p><i>April 2011 - March 2013</i> <i>London, United Kingdom</i></p>	<p>Creative / UX Director @TRAVELfusion</p> <p><i>April 2009 - March 2011</i> <i>London, United Kingdom / Shanghai, China</i></p>
<p>Senior Designer [freelance] @Hotcourses Ltd</p> <p><i>January 2009 - March 2009</i> <i>London, United Kingdom</i></p>	<p>Head of Design [freelance] @Global Campus</p> <p><i>July 2008 - December 2008</i> <i>London, United Kingdom</i></p>
<p>Senior Designer [freelance] @Lightmaker</p> <p><i>April 2008 - July 2008</i> <i>Amsterdam, The Netherlands</i></p>	<p>Senior Web Designer @Frontend</p> <p><i>April 2007 - April 2008</i> <i>Dublin, Ireland</i></p>
<p>Founder partner / Creative Director @Bee-side snc</p> <p><i>December 2001 - March 2007</i> <i>Milan, Italy</i></p>	<p>Designer / Web developer [freelance] @Sapient spa</p> <p><i>March 2001 - December 2001</i> <i>Milan, Italy</i></p>

<p>Designer / Web developer [freelance] @Razorfish</p> <p><i>December 2000 - March 2001 Milan, Italy</i></p>	<p>Designer / Web developer @Madd spa</p> <p><i>January 2000 - December 2000 Milan, Italy</i></p>
<p>Designer / Web developer @Web srl</p> <p><i>January 1998 - January 2000 Milan, Italy</i></p>	<p>Designer / Web developer @ITLine srl</p> <p><i>January 1997 - January 1998 Milan, Italy</i></p>

Languages

Italian & English: Native or bilingual proficiency
 Spanish: Limited working proficiency
 Chinese, Mandarin: Elementary proficiency

Website

www.mauriziopedrazzoli.com

Get in Touch

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