Alberto Cococi

PRODUCT DESIGN — SENIOR CONSULTANT — DESIGN STRATEGIST UX/UI
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Professional Summary

Senior Product Designer, 14+ years in regulated, high-stakes environments. **Financial services** — BlackRock, London Stock Exchange, European Central Bank, MassMutual, Munich Re, Allianz, Edenred. **Enterprise and consumer** — IBM, Publicis Sapient, Orange Telecom, Honda, Chevron, Bitdefender. I work where systems are complex, regulated, and high-stakes, and I came to it from illustration, which still shapes how I approach craft.
I design with AI in my workflow and for AI-driven products — agent-assisted design processes, and interfaces where trust and human oversight matter more than novelty. Certified in Claude Agents, Claude 101, and IBM Enterprise Design Thinking for AI.

Areas of Expertise

- AI in Design: Agent-Assisted Workflows, Prompt Engineering, Designing for AI Products
- UX/UI Design, Product Design & Innovation
- UX Research & Analytics, User Journeys & Personas
- Wireframing, Prototyping, Usability Testing, Information Architecture
- Agile & Lean Methodologies, Design Systems, Visual Design
- Tools: Figma, Sketch, Adobe Creative Suite, AI
- Customer-Centric Solutions, Data Analysis & Interpretation, Design Thinking

Career Highlights

- **Design Leadership:** Led the IBM Design Internship Program, mentoring six designers, securing the endorsement of Fortune 500 clients, and delivering design solutions for Honda, Chevron, European Central Bank.
- **Product Impact:** Transformed Orange's flagship product, the My Orange app, improving rating from 2.3 to 4.5 on the App Store.
- **Innovation:** Co-created IBM's Enterprise Design Thinking frameworks, facilitating workshops to drive innovation for Fortune 500 clients.

Professional Experience

Lead Designer — London Stock Exchange Group — 2026 – Present

Leading creative direction and end-to-end UX/UI design for complex financial platforms at one of the world's largest market infrastructure groups, with a primary focus on MyLSE — a personalized post-login portal consolidating real-time market data, news alerts, watchlists, live event tracking, and research for listed and non-listed companies.

- **Focus Area:** Defined interaction patterns, information architecture, and visual design direction for MyLSE, translating complex financial data ecosystems into intuitive, user-centered experiences for a global audience.
- **Approach:** Collaborated closely with product and engineering teams to establish scalable UI standards and design system guidelines, ensuring consistency and reducing friction across multi-surface enterprise platforms.
- **Strategy:** Drove a user-first design philosophy across all touchpoints, balancing data density with clarity to serve both institutional and retail users navigating high-stakes financial information.

Product Designer / Design Systems — MassMutual — 2025 – 2026

Developed and scaled a unified design system across enterprise platforms, ensuring consistency, accessibility, and efficiency in product delivery while empowering cross-functional teams to innovate with speed and precision.

- **Focus Area:** Established and maintained a robust design system that standardized UI components, reducing design and development duplication by 45%.
- **Approach:** Partnered with engineering and product teams to integrate scalable guidelines, improving collaboration and reducing implementation errors by 30%.
- **Strategy:** Drove adoption of accessibility-first principles, enabling compliance with WCAG standards and elevating overall user experience across digital products.

Design Strategist — OFFPATH — 2021 – present

OFFPATH is a design practice, focused on product, UX/UI, and brand systems for digital-first companies.

- I collaborate with a network of senior designers and specialists, scaling teams based on project needs.

  My involvement is primarily at a strategic level, shaping product direction, design systems, and brand experience across selected engagements.

Senior Consultant / Senior UX/UI Designer — IBM — 2018 – 2022

Facilitated high-level dialogues regarding industry-leading UI/UX consulting standards through site visits to global headquarters; established collaborative frameworks improving user experience metrics by 20% within six months of implementation.

- **Engagements:** Traveled to clients headquarters globally, facilitated workshops that accelerated project launch timelines by 25% and demonstrated the power of design thinking.
- **Project Leadership:** Steered projects from early stages to successful completion, delivering 90%+ client satisfaction and contributing to a 30% increase in client satisfaction scores.
- **Mentorship:** Leading a Design Internship Program, mentored six aspiring designers, helping to achieve a 70% placement rate in top UX/UI roles.

Senior UX/UI Designer — Orange Telecom — 2015 – 2018

Key contributor at Orange, spearheaded the design and development of flagship products, including the My Orange mobile app and Orange Money solution.

- **Product Impact:** Transformed the My Orange app, raising App Store rating from 2.3 to 4.5, through improved usability, intuitive user journeys, and brand new user interface design.
- **Execution:** Directed the complete design lifecycle of intuitive web and mobile applications; enhanced overall customer satisfaction by implementing features based on direct feedback from over 200 users through focus sessions.
- **Innovation:** Devised compelling UI adjustments improving accessibility features across platforms; these changes increased active usage metrics by over 200% month-over-month following implementation on both iOS and Android devices.

Senior UX/UI Designer — Allianz Group — 2015

Directed strategic initiatives for six startups at inception stage, resulting in enhanced market readiness and greater brand awareness through targeted marketing campaigns yielding significant increases in website traffic.

- **Tailored Solutions:** Designing mobile, tablet, and responsive solutions, launching 6+ successful startup products that achieved an average 30% increase in user engagement post-launch.
- **User Experience:** Thinking innovative layouts, defined usability, and refined user journeys, resulting in a 20% improvement in customer retention across products.
- **Standards and Best Practices:** Maintaining high UX standards and implemented best practices, ensuring on-time delivery of products while driving consistent user satisfaction scores above 90%.

UX/UI Developer — Bitdefender — 2012 – 2015

Revamped the design elements of the Antivirus solution while contributing to key B2B offerings like GravityZone; this effort produced intuitive interfaces that reduced onboarding time for new users by at least 25%.

- **Interface Development:** Thinking complex interfaces to increase user experiences, achieving a 30% reduction in customer support queries regarding navigation issues by streamlining the design based on comprehensive user testing and feedback.
- **Collaboration:** Activating cross-functionally with product and engineering teams to ensure seamless interface development.

Front-End Developer / Team Lead — King Crown Services — 2010 – 2011

Engineered and maintained ASP and .NET websites for King Crown Services, spearheading the creation of innovative features that improve user engagement, resulting in a 30% increase in website traffic within six months.

- **Website Development:** Orchestrated collaborative sessions with cross-functional teams to conceptualize new online tools; findings led to addressing major usability issues for over 1,000 users during beta testing phases.
- **Innovation:** Developed innovative front-end techniques to optimize user experiences, focusing on features and responsive design.

Web Designer / Visual Designer / Illustrator — Various Design Agencies — 2009 – 2010

Designed and delivered high-impact digital and visual assets for diverse clients, blending creativity with usability to strengthen brand presence and improve customer engagement across multiple platforms.

- **Creative Direction:** Conceptualized and executed web and visual designs that elevated client branding, contributing to an average 25% increase in customer retention for key accounts.
- **Illustration Visual Assets:** Produced custom illustrations, iconography, and marketing collateral that enhanced storytelling and consistency across digital campaigns.
- **Collaboration:** Partnered with developers, marketers, and creative directors to translate client visions into functional, user-friendly designs, accelerating delivery timelines by 20%.

Education

Polytechnic University of Bucharest - Energy and Nuclear Technologies, Security Systems Engineer
International Academy of Digital Arts and Design - Advanced UX/UI Design and Creative Thinking

Certifications

- Claude Code: Agent skills
- Claude 101
- Enterprise Design Thinking Co-Creator - IBM
- Enterprise Design Thinking for AI - IBM
- UX Management: Strategy & Tactics - IxDF
- Conducting Usability Testing - IxDF
- UX Strategy Training with Jaime Levy

Honors & Awards

- 2nd Place at CityHack 2017 Bucharest - Orange Telecom
- IBM Service Corps Alum