

# Filippo Lovotti

## Senior Manager, Product Design

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I am a User Experience and Product Design Leader with 18 years of experience, passionate about growing design talent and driving our shared vision. In my current role at Zendesk, my impact and influence have been recognized with an early promotion just 6 months after joining.

## Relevant Experience

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### Senior Manager, Product Design @Zendesk

March 2022 – Present

- Improved cross-functional collaboration by spearheading the quarterly roadmap partner program.
- Stepped in as “Acting Director” in 2022 while the Senior Director of Product Design was on a 3-month leave.
- Rallied the Growth and Monetization Design team to accelerate and deliver 50 projects in Q1, Q2, and Q3 2023, allowing Growth and Monetization to realize \$9.2M+ in projected ARR for 2023.
- In H1 2024, I implemented our Product Strategy in our admin experiences to realize \$6M+ in projected ARR for 2024.
- Established post-purchase cross-sell and upsell patterns.
- Established the highest talent retention in the overall Design team.

### Manager, Product Design @Zendesk

August 2021 – February 2022

- Managed and supported a team of 6 talented Designers in the Growth and Monetization organization. Our domain included:
  - Web eCommerce experience
  - 14-day Trial experience
  - In-product Buying experience
  - 90-day post-purchase Onboarding and long-term Adoption
- In my first 4 months, I successfully expanded the Design team (adding 1 Product Design Intern, 1 Product Designer and 1 Senior Product Designer).
- Led and built the first cross-functional roadmap planning process.
- Helped manage the work of 2 additional Content Designers and 2 UX Researchers.
- Increased team productivity by establishing a clear and agile design intake process.
- Boosted morale and retention by focusing and prioritizing the Designers’ career growth path.

### Head Of User Experience, Customer Service Tech @Zappos, an Amazon Company

October 2020 – July 2021

- As Head of User Experience in the Customer Service Tech team, I had the honor and privilege of working alongside our world-class Customer Service Agents. Accountabilities included:
  - Leading and mentoring the Customer Service Tech UX Designers and Researcher.
  - Created the vision and driving the execution of product design, especially products that helped and supported the Customer Service team.
  - Championing the inclusion of the voice of Customer Service in the triangulation of customer feedback from all sources across the company.

- Working on the career progression of my mentees and influencing UX progression across the whole organization.
- Managing the Zappos UX Community of Practice program.

## **Senior UX Designer/UX Manager @Zappos, an Amazon Company**

November 2017 – October 2020

- As a Senior UX Designer and UX Manager at Zappos, I was responsible for leading the internal Customer Service UX team, and building customer-facing and Customer Service SaaS products from the ground up.
  - Built and launched the new internal Zappos Customer Service software, set to replace the Amazon one.
    - Increased Customer Service productivity while decreasing average time on call, and keeping the WOW factor.
  - Laid the foundation for Design and Engineering alignment processes.
    - Increased collaboration between the teams.
    - Brought a fresh take on team culture, based on candid feedback.

*More Individual Contributor experience can be found on LinkedIn.*

## **Education**

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**Codex10**, Piacenza Italy, 2005-2006

Web & Graphic Design Certificate and Internship.

**Liceo Artistico Bruno Cassinari**, Piacenza Italy, 1999-2004

Graphic Design Diploma.

## **Volunteering and Other Experience**

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**Host and Founder @The Industry of UX**

September 2020 – January 2022

- Coordinated guest interviews, produced and published 32 episodes (currently off-line, an episode example can be found at <https://youtu.be/zBW1vV2JzOg>).

**UI/UX Mentor @Springboard**

September 2020 – July 2021

- Mentored 2 aspiring designers throughout the 9-month UI/UX course curriculum.
- Supported mentees during their job search, which ensured they were both employed within 60 days of their course completion.

**Panelist @The Knowledge Society**

December 2019

- Repping the UX flag on a TKS Tech panel with a group of students from a Las Vegas charter school. As a panelist, my job was to help the students understand User Experience and Design by going into detail about my day-to-day, overall career, and open-ended Q&A.