

Filippo Lovotti

Design Leader • Strategist • Creative Builder

Las Vegas, NV (Greater Tampa, FL, starting June/July 2026)

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SUMMARY

Product design leader. Drove \$15M+ in incremental ARR at Zendesk across growth, monetization, and trial experiences, including a self-initiated trial modernization program that nearly doubled engagement and became a company-wide reference case. Built and retained design teams at Zendesk, Zappos, and Amazon with the highest talent retention rate in the broader Zendesk design org. Operate fluently from IC craft to org strategy.

EXPERIENCE

May 2025 – Present **Product Design and Strategy Consultant**

- Advising a public goods data and analytics platform on product design strategy and user experience, anchored to growth and monetization patterns from prior Zendesk work.
- Partnered with an AI infrastructure company on the material improvement of a GPU monitoring dashboard concept. The redesign covered data hierarchy, operator workflows, and dashboard system architecture, aimed to get operators to faster diagnostic and drill-down of critical issues.

May 2025 – Present **Founder and Creative Director, Lucky Omen Studios**

- Designed and shipped GrimBrew, a tabletop game, end to end: mechanics, brand, component specs, and live playtesting with 200+ players. Kickstarter launch Q4 2026.
- Built TabletopPulse (tabletoppulse.com), an AI-assisted crowdfunding analytics platform, as a solo product exercise in data tooling and UX for niche operators.

Mar 2022 – May 2025 **Senior Manager, Product Design, Admin Experience and Online Business**

Zendesk

- Expanded scope to lead 12 Designers total, including the Admin Center team, integration process, accelerating delivery velocity and reducing design effort across engineering partnerships.
- Contributed to product launches that drove the Digital Segment to \$14.6M in Q1 2025, 113% to plan and +7% year over year.
- Independently authored a PRD for the trial modernization initiative, driving a product workstream outside the design remit that nearly doubled trial engagement and now serves as a company-wide reference case.
- Led the Online Business Design team to deliver 50+ projects across Q1 to Q3 2023, enabling Growth and Monetization to realize \$9.2M+ in projected ARR.
- Drove \$6M+ in projected ARR in 2024 by implementing product strategy across admin experiences in H1.
- Served as Acting Director during a 3-month Senior Director leave, maintaining team momentum, stakeholder relationships, and strategic continuity.
- Established post-purchase cross-sell and upsell design patterns adopted across the Growth organization.
- Spearheaded the quarterly roadmap partner program, improving cross-functional alignment between Design, Product, and Engineering.
- Achieved the highest talent retention rate across the broader Design organization.

Aug 2021 – Mar 2022 **Manager, Product Design, Growth and Monetization**

Zendesk

- Managed and mentored a team of 6 designers across web e-commerce, 14-day trial, in-product buying, onboarding, and long-term adoption experiences.
- Expanded the team within 4 months by hiring 1 intern, 1 Product Designer, and 1 Senior Product Designer.
- Built the first cross-functional roadmap planning process for the Growth and Monetization design org.
- Drove productivity and morale improvements by establishing a clear design intake process and career growth paths for each designer.

Oct 2020 – Jul 2021 **Head of User Experience, Customer Service Tech**

Zappos (Amazon)

- Led and mentored UX designers and a researcher embedded in the Customer Service Technology team.
- Created the product design vision for internal CS tools, improving agent productivity while preserving the Zappos customer experience standard.
- Championed inclusion of the Customer Service voice in company-wide customer feedback triangulation.
- Managed the Zappos UX Community of Practice program, elevating design standards and cross-team collaboration.

Nov 2017 – Oct 2020 **Senior UX Designer and UX Manager**

Zappos (Amazon)

- Built and launched Zappos' new internal Customer Service software from the ground up, replacing the existing Amazon platform and increasing CS productivity while decreasing average handle time.
- Established Design-Engineering alignment processes, introducing candid feedback loops and a collaborative team culture.
- Led the Customer Service UX team while also owning customer-facing and internal SaaS product design.

Aug 2016 – Dec 2017 **Lead Product Designer**

Digital Karma

- Lead Product Designer across client engagements, driving end-to-end UX and visual design for digital products.
- Concurrent contract engagements: UX Lead at Utelogy Corporation (Oct 2017) and Senior UX Designer at East Side Strategy (Jul to Aug 2017), embedded with product and engineering teams on short-form UX work.

Jan 2017 – Sep 2018 **Lead Designer, The Chedr App (concurrent side project)**

Independent

- Led end-to-end product design for a location-based photo sharing iOS app through closed Beta, owning UX flows, visual design, and interaction patterns.

Aug 2012 – Aug 2016 **Lead Designer, DexKnows.com**

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- Lead designer for DexKnows.com, a high-traffic local search and directory platform.
- Ran A/B testing, user testing, and UX data analysis to drive conversion and engagement improvements.

- Produced wireframes, prototypes, annotated layouts, and complete UI mockups, collaborating closely with UI developers in planning and grooming.

Oct 2011 – Apr 2012 **Web Designer**

Captain Marketing

- Designed 40+ client websites and managed WordPress deployments across a range of industries.

EDUCATION

2005 – 2006 **Codex10, Piacenza, Italy**

Associate Degree and Internship

- Web and Graphic Design, Certificate and Internship

1999 – 2005 **Liceo Artistico Bruno Cassinari, Piacenza, Italy**

Diploma

- Graphic Design

ADDITIONAL

- Host and Founder, The Industry of UX podcast, 32 episodes produced (Sep 2020 to Jan 2022).
- UI/UX Mentor, Springboard, mentored 2 designers to employment within 60 days of graduation (2020 to 2021).
- Panelist, The Knowledge Society (TKS) UX career panel for Las Vegas charter school students (Dec 2019).

CORE COMPETENCIES

Leadership: Design team building and scaling, hiring, mentorship, performance management, cross-functional partnership, roadmap planning, stakeholder alignment, org strategy

Product Design: Growth and monetization design, trial experiences, onboarding, in-product purchase, upsell and cross-sell, admin systems, SaaS, B2B, e-commerce, AI workflows, design systems, user research, A/B testing, experimentation, conversion optimization

Tools and Methods: Figma, V0, Lovable, rapid prototyping, PRD authoring, quarterly planning, design intake processes, Jira, qualitative and quantitative research, data-informed design

Languages: English (fluent), Italian (fluent)