

# Filippo Lovotti

*Design Leader · Strategist · Creative Builder*

Las Vegas, NV (soon to move to the Greater Tampa, FL area)

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## SUMMARY

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Senior design leader with 15+ years of experience building and scaling product design teams across e-commerce, SaaS, and growth/monetization. Proven track record of connecting design craft to measurable business outcomes, including \$9.2M+ ARR in 2023 and \$14.6M in Q1 2025 (113% to plan). Equally effective as a strategic partner, people leader, and hands-on practitioner. Deep expertise in trial and purchase experiences, onboarding, upsell/cross-sell, AI workflows and admin systems at scale.

## EXPERIENCE

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### **Lucky Omen Studios** • *May 2025 – Present*

#### **Founder & Creative Director** • *May 2025– Present*

- Designing and publishing GrimBrew, a dark fantasy engine-building card game, under the Lucky Omen Studios imprint. This has been a full-stack creative and product endeavor: from game mechanics and component specification to brand identity, manufacturer sourcing, and live playtesting.
- Demoed GrimBrew to 200+ players across OrcCon (Los Angeles), Dice Tower West (Las Vegas), and PAX East (Boston), with GenCon 2026 and PAX Unplugged upcoming.
- In parallel, I built (using Lovable) and operate TabletopPulse ([tabletoppulse.com](http://tabletoppulse.com)), an AI crowdfunding analytics platform for tabletop game creators, combining UX and systems thinking with custom data tooling.
- Current focus: preparing a Kickstarter campaign for October 2026, including pre-launch audience development, Meta ad strategy, and agency partnerships.

### **Zendesk** • *Aug 2021 – May 2025*

#### **Senior Manager, Product Design — Admin Experience & Online Business** • *Nov 2024 – May 2025*

- Expanded scope to lead the Admin Center 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% YoY.

#### **Senior Manager, Product Design — Growth & Monetization** • *Mar 2022 – Dec 2024*

- Rallied the Online Business Design team to deliver 50+ projects across Q1–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.
- Independently authored a PRD skeleton for the trial modernization initiative (early 2023), driving a product workstream outside the design remit that resulted in nearly doubled trial engagement.
- Spearheaded the quarterly roadmap partner program, improving cross-functional alignment between Design, Product, and Engineering.
- Established post-purchase cross-sell and upsell design patterns adopted across the Growth org.
- Served as Acting Director during a 3-month Senior Director leave in 2022 — maintaining team momentum, stakeholder relationships, and strategic continuity.
- Achieved the highest talent retention rate across the broader Design organization.

#### **Manager, Product Design — Growth & Monetization** • *Aug 2021 – Mar 2022*

- 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: hired 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 prioritizing career growth paths for each designer.

### **Zappos (Amazon)** • *Nov 2017 – Jul 2021*

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

- 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 Zappos' signature customer experience standard.
- Championed the inclusion of the CS voice in company-wide customer feedback triangulation.
- Managed the Zappos UX Community of Practice program, elevating design standards and cross-team collaboration.

#### **Senior UX Designer / UX Manager** • *Nov 2017 – Oct 2020*

- Built and launched Zappos' new internal Customer Service software from the ground up, replacing the existing Amazon platform — increasing CS productivity and 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.

### **Thryv** • *Aug 2012 – Aug 2016*

- 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; collaborated closely with UI developers in planning and grooming.

### **Digital Karma** • *Aug 2016 – Dec 2017*

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

### **The Chedr App** • *Jan 2017 – Sep 2018*

- Led design for a location-based photo sharing iOS app (closed Beta) — owned end-to-end product design from concept through Beta launch, including UX flows, visual design, and interaction patterns.

### **Thryv** • *Aug 2012 – Aug 2016*

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### **Captain Marketing** • *Oct 2011 – Apr 2012*

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

## **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*

## ADDITIONAL

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- Built **tabletoppulse.com**, a crowdfunding analytics platform for tabletop gaming, designed and developed using AI-assisted tools (Lovable), with a creator-facing tier for pre-launch campaign tracking.
- Designing and producing **GrimBrew**, an original tabletop board game targeting a Kickstarter launch in Q4 2026, managing manufacturer outreach, playtesting, and end-to-end brand and product design.
- Host & Founder, The Industry of UX podcast — 32 episodes produced (Sep 2020 – Jan 2022)
- UI/UX Mentor, Springboard — mentored 2 designers to employment within 60 days of graduation (2020–2021)
- Panelist, The Knowledge Society (TKS) — UX career panel for Las Vegas charter school students (Dec 2019)