

# Filippo Lovotti

*Product Design Leader • UX Architect • Builder at scale*

Sarasota, FL

[hello@filippolovotti.com](mailto:hello@filippolovotti.com) • [filippolovotti.com](http://filippolovotti.com) (Password: R3ceNt4@W0rk8!\$) • [linkedin.com/in/filippoandrealovotti](https://linkedin.com/in/filippoandrealovotti)

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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, growth/monetization, and energy systems. 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). Currently architecting an AI-driven Energy Management System from the ground up, both the underlying AI and the UX around it, while using AI tools like Claude Code to accelerate design execution. Deep expertise in trial and purchase experiences, onboarding, AI workflows, and admin systems at scale.

## EXPERIENCE

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### **Qcells (Hanwha Vision)** • *June 2026 – Present*

#### **Lead UX Architect** • *June 2026– Present*

- Built the UX practice for Grid and Energy Systems from the ground up as the first design hire, defining UX strategy and end-to-end design direction for Helios, an AI-driven Energy Management System and fleet monitoring platform supporting hundreds of locations.
- Designed the full experience layer on top of an existing backend-only system, including personas, roles, and scope for AI agent interactions used by operators.
- Architected the AI system behind Helios that triages operational events and processes onboarding documentation into a knowledge base powering SOPs.
- Lead Helios design end-to-end and coordinate a development pod, using Figma with IBM Carbon and Carbon MCP to streamline handoff to Claude Code.

### **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

- Lead designer for DexKnows.com, a high-traffic local search and directory platform.
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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)