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Ruggero Baracco

Staff Product Designer | Product & Design Lead | UX/UI | Design Systems

Germany | +49 176 43230436 | ruggero.baracco@gmail.com
linkedin.com/in/ruggerobaracco | Portfolio: ruggerobaracco.xyz/projects

SUMMARY

Staff Product Designer and Product & Design Lead with 10+ years of experience designing B2B SaaS, IoT, mobile and automotive products across web, iOS/Android and in-car HMI. I combine hands-on UX/UI design with product ownership: product vision, roadmap, backlog prioritization, discovery and delivery. Strong in user research, usability testing, prototyping and design systems, with a background in Lean UX and Agile consulting where I mentored designers and coached cross-functional teams for clients such as Mercedes-Benz, Audi, Adidas, Jaguar Land Rover and Dolby. Currently leading product and design for go-e's EV charging and energy management platforms.

SKILLS

Product Design:
UX Design, UI Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems, Component Libraries, Responsive Web Design, Mobile App Design (iOS, Android), Dashboards & Data Visualization, Automotive HMI

Research & Discovery:
User Research, Usability Testing, User Interviews, Personas, Customer Journey Mapping, Design Thinking, Workshop Facilitation, Hypothesis-Driven Experimentation

Product Management:
Product Ownership, Product Strategy, Product Roadmap, Backlog Management, Prioritization, User Stories & Requirements, Release Planning, Lean UX, Agile / Scrum, Stakeholder Management

Leadership:
Design Leadership, Mentoring, Cross-Functional Collaboration, Client Management, Creative Direction

Tools:
Figma, FigJam, Miro, Jira, Confluence, Adobe Creative Suite, SQL, HTML/CSS Prototyping, AI-Assisted Prototyping

Domains:
EV Charging, Energy Management, IoT, B2B SaaS, Fleet Management, Automotive, Location Services, Enterprise Software

EXPERIENCE

go-e | Senior Product Designer / Product & Design Lead
Sep 2024 – Present

Hybrid Product Owner and Lead Product Designer for go-e's digital platforms for EV charging and energy management (web and mobile).

- Own product vision, roadmap and backlog for the go-e App (consumer, iOS/Android) and go-e Portal (B2B charge point and fleet management); prioritize and plan releases with engineering.
- Translate business and customer needs into user stories, acceptance criteria and actionable requirements.
- Lead end-to-end UX: user research, prototyping, usability testing and UI design for configuring and managing EV chargers, access control and energy use at scale.
- Align functionality, usability and visual design across app and portal in close collaboration with engineering, hardware/firmware, support and business stakeholders.
- Use high-fidelity and AI-assisted coded prototypes to validate flows with users and stakeholders before development.

VMware Tanzu Labs | Staff Product Designer / Senior Product Designer
Feb 2020 – Jun 2024

- Embedded in client product teams to deliver products while building lasting capability in User-Centered Design, Lean UX and balanced-team (Product, Design, Engineering) practices.
- Led product discovery and framing: user research, problem definition, hypothesis-driven experiments and MVP scoping.
- Guided team creative direction, mentored junior designers and managed client stakeholder relationships.

Selected projects:

- Mercedes-Benz: modernized a core legacy application for training car dealers worldwide (web app).
- Audi: automated IT security processes into a simpler, streamlined experience (web app).
- ZIM: designed solutions for container export workflows in shipping and logistics (web app).
- Pixid: improved creation and management of requests and orders in a recruitment platform (web and mobile app).
- Sparkasse: consolidated isolated real estate tools into one customer-centric platform (web app).

Dunning, Kruger & Associates (DK&A, now NoA Ignite) | Senior UX Designer
Jun 2018 – Jan 2020

- Combined strategy, design and technology with cross-functional teams to take products from concept to execution, aligned with business goals.
- HERE OLP: designed a platform to integrate custom maps, location services and applications (web app).
- Dolby: designed a mobile app with an immersive VR experience for the Dolby SoHo showroom (mobile app).
- CUJO AI: designed cybersecurity and network intelligence analytics products (web app).
- Ripcord: designed document scanning and data extraction interfaces for printers (machine UI).

MING Labs | Senior UX Designer
Feb 2017 – May 2018

- Drove digital transformation projects across industries using storytelling, research and rapid prototyping.
- Adidas: designed a business intelligence analytics dashboard plus style guide and component library (web app, design system).

- BASF: designed a digital application giving customers an overview of product portfolio and plastics production guidelines (web app).
- Mann+Hummel / Senzit: designed an IoT dashboard for filter reports, service history and maintenance (web app).

HERE Technologies (HERE Maps) | Senior UX/UI Designer, Automotive
Sep 2014 – Jan 2017

- Designed navigation and connected-car experiences with data, marketing and R&D teams, from proof of concept to customer projects.
- Jaguar Land Rover: designed an end-to-end navigation experience, in-car and companion app (HMI, web, mobile).
- Audi: integrated and extended the HERE SDK for in-car navigation across instrument cluster, infotainment and HUD.
- HERE SDK: designed highly customizable navigation and connected services for automotive clients (HMI).
- Handover to automation: designed a flexible prototyping system for autonomous driving user experiences (HMI, mobile, tablet, wearable).

EDUCATION

Master's Degree, Interaction Design | Università Iuav di Venezia | 2012 – 2015

Bachelor's Degree, Industrial & Graphic Design | Università Iuav di Venezia | 2005 – 2009

LANGUAGES

Italian (Native) | English (Full Professional) | German (Limited Working)

SELECTED CLIENTS

Adidas, Audi, BASF, Bosch, Daimler, DATEV, Dolby, Jaguar Land Rover, Mercedes-Benz, Sparkasse, Telefónica, Telecom Italia, Volkswagen, Zalando, ZIM, TBWA, INPS

Portfolio: https://ruggerobaracco.xyz/projects (some project details are under NDA)