



Carmelo Bisignano

Experience designer

A design's long story short

Hey there, I'm Carmelo, a Creative Technologist and Designer with a passion for pushing boundaries and delivering immersive experiences that drive revenue, reputation and retention growth. With over 8 years of international experience, I've honed my skills in helping brands create award-winning experiences that drive growth and keep them ahead of the curve.

I take a unique and unconventional approach to my work, bringing together a diverse range of skillsets to bring immersive experiences to life from start to finish. Whether it's strategy, design, or execution, I've got it covered. I've had the privilege of working with some of the world's most recognisable brands, creating unforgettable experiences that leave a lasting impression.

As a designer, I'm always exploring new and exciting ways to immerse, educate, and engage audiences. My focus on the system design thinking means I'm constantly exploring new ways to help clients pragmatically navigate this complex landscape and set a bold vision for generating value in the short and long term.

Through creativity, technology, and deep industry experience, I also help clients transform their businesses.

So if you're looking to create immersive experiences designed to engage and excite, let's connect and see how I can help you achieve your goals.

My expertise in ERP, Web3, UX Design, Service Design, Creative Direction, OmniChannel & E-Commerce strategy, and Design Thinking has helped me successfully launch immersive experiences and digital products



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What I do

I co-lead an exceptional team of design legends, creative masterminds, and technology wizards. Together, we craft innovative and scalable tech-powered experiences that deliver substantial value.

I specialised in helping our clients envision, shape, and launch products, services, and experiences that drive both human impact and business value. I employ human insight and creativity, bringing together the best of the design world to provide a holistic approach.

Driving Revenue Growth

One of my specialties is propelling revenue growth for B2B firms.

I achieve this by crafting clear goals and concrete roadmaps centred on growth and scalability.

My mission is to create immersive web experiences that lead to a frictionless path to purchase and long-term customer loyalty.

I'm genuinely passionate about enabling sustained growth through my proven approach to revenue optimisation.

My four broad offerings:

[Design-led Strategy](#)

[Experience Design](#)

[Product Design](#)

[Capability Design](#)

My expertise spans a broad spectrum:

[Digital Channel Optimisation + Insights](#)

[Innovation Roadmap + Prioritisation](#)

[Frameworking](#)

[Persona + Customer Journey Design](#)

[UX Strategy & Research + Testing](#)

[Information Architecture](#)

[Digital Product Design Omnichannel Strategy](#)

Fuelling Long-Term Growth:

[Conversion Rate Optimisation](#)

[Commerce Strategy + Enablement](#)

[Experience Optimisation](#)

[Customer Acquisition + Loyalty](#)



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Capabilities

Tools

[Figma](#)

[Sketch](#)

[Adobe Xd - Ps - Ai](#)

[Visual studio code](#)

[Jira](#)

Design

[System design thinking](#)

[Design system](#)

[Business process model](#)

[Human-centred design](#)

[Interactive prototype](#)

[User mapping](#)

[UX audit](#)

[Design data driven](#)

Team

[Design operation Leadership](#)

[Tailored DesOps process](#)

[Mentoring](#)

[Workshops](#)

Front-end

[UX engineering](#)

[HTML](#)

[CSS](#)

[Javascript](#)

[Bootstrap](#)

[Webflow](#)

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Job history

2023

Pronto Software LtdSenior User Experience Designer

Rome IT - Melbourne AU / Sep 21 → Present

Raise the quality of all the work that has been produced at Pronto. Definition of system design scalability and flexibility to make sure quality stays high. Supporting a clarification of business vision, mission and goals including SaaS company and business strategy

Main activities: Design operation lead, Business analysis, Problem structuring modelling, Business process model, Service blueprint, Personas and User stories, Scenarios and storyboard, Functional, Interface and Operational requirement allocation, Rapid low- or high-fidelity prototyping

FreelanceSenior Experience Designer

Worldwide / Jul 17 → Present

Business analysis, Design operations, Process/workflow mapping, information architecture, concept generation, interface design, interaction design, Prototyping, Design Systems, Wireframing, requirements analysis, UX analysis, Frontend quality assurance.

Main industries: Manufacturing, Energy, Software.

Clients: Pronto Software, Leica, Shimano, Winchester, Engie, Raeco, SAP.

2022

Accenture spaInteraction designer associate manager

Rome IT / May 22 → Oct 22

Systems design, interaction design, SaaS design, design thinking activities, UX audit, team building and mentoring, client facing and pitching, consulting.

Main industries: Finance, Banking, Insurance.

Clients: Banco BPM, Generali.

MINT spaSenior UX Designer

Milan IT / May 20 → May 22

Designing new global Design System for owned Marketing Operating System. Improving user journeys across the platform. Working close PMs, BAs and developers in scrum.

Main activities: UX/UI audit, UX maps, wireframing, UI design, Interactive prototype, UX engineering.

2020

Intesa San PaoloUX Designer

Milan IT / Feb 20 → Apr 20

Improving GUI and designing financial system workflows

Main activities: UX/UI audit, UX maps, wireframing, high-fidelity clickable prototype, consultation.

Pronto WovenUI/UX Designer

Melbourne AU / Jan 18 → Jan 20

Redesigned proprietary ERP, CRM, CMS and developed multiple B2B UI kits for diverse business scopes. Designed an e-commerce desktop and mobile website for a large house furnishings network marketing firm.

Main activities: UX/UI audit, wireframing, UI Design, high-fidelity prototype, consultation.

2016/17

LaChioccia.orgJunior UI Designer

Messina IT / Nov 16 → Oct 17

Designed various website templates desktop and mobile for financial consulting and healthcare.

Main activities: Websites layouts, UI Design, high-fidelity prototype.

Hopeful Wind Energy TechnologyVisual Designer Intern

Parma IT - Guangdong, CH / Jan 15 → Jul 16

Designed official brand assets for B2B. Assisted in designing a brand platform for Italian market.

2014

Bottega dei Due MontiGraphic & Web Designer

Capo d'Orlando IT / Dec 11 → Dec 14

Packaging design, brochures, logos, and style guides to be used in store and catalogs.

Digital content productions for web marketing purpose.



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Languages & Cultures

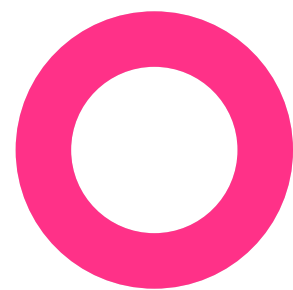
Italian

Native



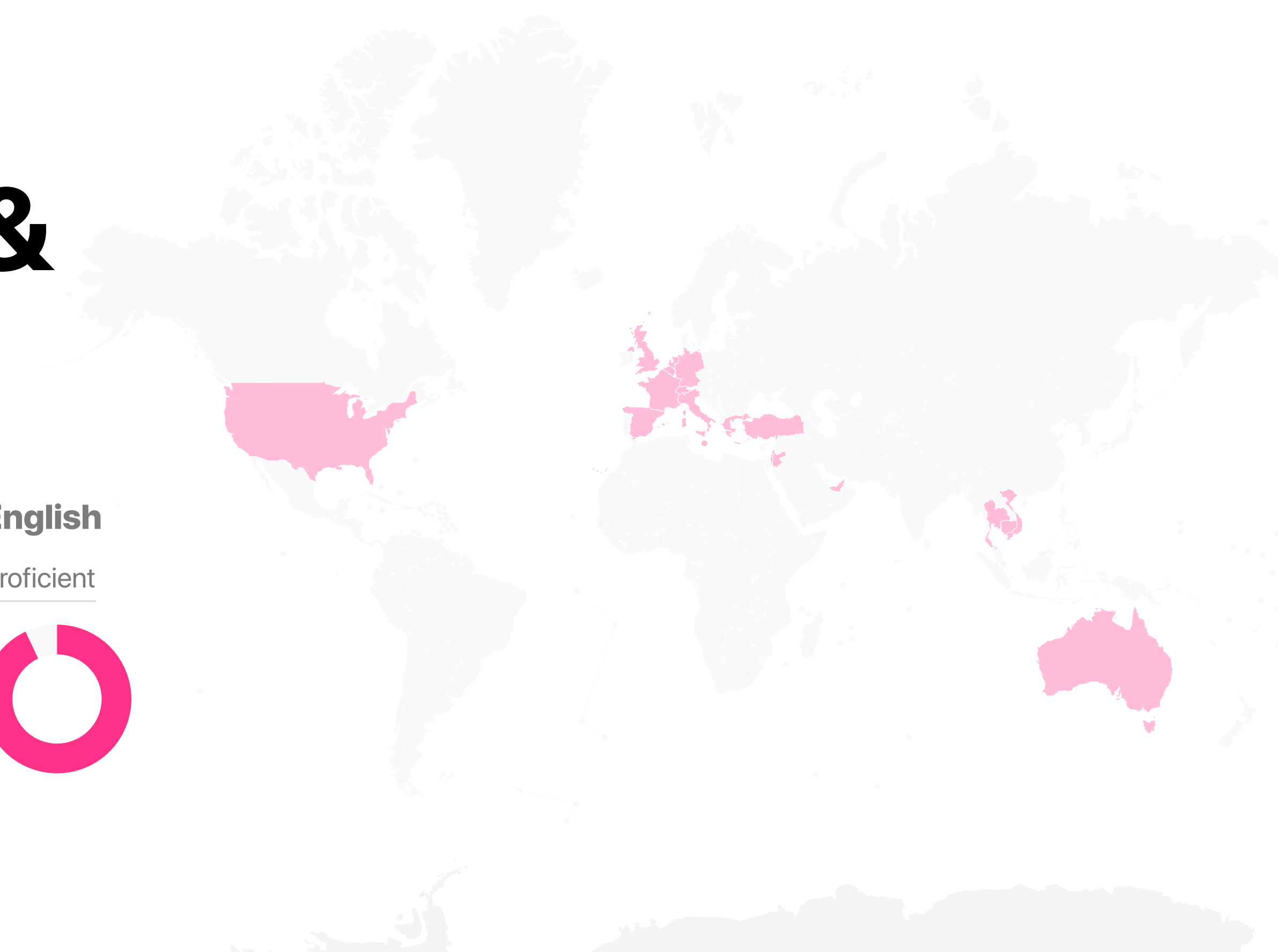
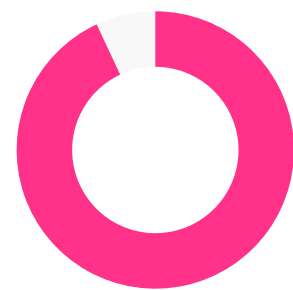
Sicilian

Native



English

Proficient





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Education

Apr 2023

Master of arts - MA, Design

UCA - University for the creative arts

London UK / 2023

MA focuses on educational strategies to improve design understanding in relationships with businesses. The study plan absorbs reality, providing advanced, specialised, artistic, academic, and entrepreneurial knowledge. Learnings outcomes: adopt a reflexive, analytical, and evaluative approach to design, achieving a greater understanding of the dynamic relationships between design, the industry, and the commercial sector.

Jan 2015

Master, Graphic Design

IED - Istituto Europeo Design

Milan IT / 2014 → 2015

One year IED accredited Master in Graphic Design focusing on visual identity and marketing communication.

Jun 2010

Training program, Human-Computer Interaction

Università di Messina

Messina IT / 2009 → 2010

300hrs workshops and lectures at Department of Engineering



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Awards

2021

Melbourne Design Awards 2021 - Digital Business Platforms - Gold

DrivenxDesign

Melbourne AU / Ago 2021

Pedders growth strategy is focused on increasing the number of franchises – and while they often have deep automotive expertise, the demands of running a business can be challenging. Providing potential franchisors with a ready to go and easy to use business management system provided a competitive edge in closing more deals.

Pedders partnered with Pronto Woven to deliver a seamless and integrated software solution that enhanced the workflow for customers and staff – from booking an appointment to quoting the customer and receiving payment.

The main focus in designing the platform was understanding and mapping the day to day workflows of each key stakeholder (store manager, franchise owner and technician). This included creating a tablet-first design allowing the technicians to be completely mobile while completing vehicle checks.

2020

Melbourne Design Awards 2020 - Digital Business Platforms - Gold

DrivenxDesign

Melbourne AU / Giu 2020

Awarded to Business Platforms that have succeeded in helping businesses that create compelling, flexible and scalable platforms that provide greater business agility and productivity.

Lorraine Lea, a part of the Direct Selling Australia Association and is one of Australia's largest social shopping enterprises for linen and homewares. Since 1986, the organisation's business model consisted of a handful of Independent Stylists who engaged with customers via in-home shopping parties to sell a range of linen and homewares.

30 years on, Lorraine Lea has flipped the traditional in-home party model on its head, taking a digital and e-commerce approach – designed by Pronto Woven. This has supported business growth and created a competitive advantage by attracting a new, younger audience and tech-savvy Independent Stylists to their community.

The new digital platform has transformed not only the front-end face of the business, bringing e-commerce and social media to each of the 50,000 parties annually, but has also revamped the important back-office business functions. Traditionally, every order, invoice, pricing specifications and promotional offerings were lodged separately by Stylists, who were using multiple platforms to complete a party and sales order. These processes were very manual and time-consuming.

The new digital platform, implemented by Pronto Woven, has transformed these lengthy processes, seamlessly integrating multiple sales channels, in one easy to use application. This has let Stylists focus on what they do best – providing a personal and fulfilling service right to the host's front door.

2017

Grow with Google - Digital marketing

Camera di commercio

Messina IT / May 17

For businesses, building a digital future is easy and free.

With Crescere in Digitale, companies can take their next steps in digital marketing with the support of young resources trained by Google, ready to make them more competitive.