

Giovanni Orlando

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Sometimes you cannot see what good usability design is, but you can always feel it.

I am an Italian product designer based in Berlin, with a background in visual and communication design.

My focus is on the experience of users who want to achieve goals everyday.

Yara International (Berlin, GE)

06.2021 - Present

Yara is the world's leading crop nutrition company and a provider of environmental and agricultural solutions with 18.000 employees a revenue of USD 15.5 billion operating in more than 60 countries. I am part of the design team in Digital Farming Solution (AgTech) and I am leading team and company projects, while being accountable for two product designers. The team (11 designers in 4 countries) is responsible for designing the Yara Platform experience with a strong focus on innovation and strategical thinking.

Lead Product Designer | 06.2024 - present

- Support the team manager in **defining the team strategy**. Shaping role expectations, team calibration, new team building activities and cross-functional collaboration is also part of that.
- **Mentor my 2 reports** helping them grow in design decision and stakeholder management.
- Led a **global-scale research** with agronomists that turned out being fundamental for the company strategy: digital strategy shifted from a farmer focus to a platform tailored to agronomists with multiple tools unified into one place.
- Leading Agronomist Assistant, an **AI focused project** supporting agronomists in data-driven decision-making and designing scalable UX/UI systems. The concept influenced the long-term product strategy.

Senior Product Designer | 04.2023 - 05.2024

- Stepped up on **stakeholder management and negotiation** by leading some mid-size projects (KPI-focused design).
- Brought **clarity** over ambiguity and time constraints with the PM and line manager.
- Conducted user research & usability testing for Soil Health, mapping detailed **Service Blueprints** for process optimization in laboratories in Poklington (UK), information architecture and journey mapping.

Product Designer | 06.2021 - 03.2023

- Started by working on Soil 2.0, a redesign and improved version of MegaLab, an online soil analysis management tool.
- Managed **agile UX innovation stream** (Garage) through iterative design, leading user research & usability testing to validate new concepts before further investments.
- Designed MXP, a scalable design system, leading the Grower stream and contributing to foundational UX strategy for multi-user experiences.

Targomo GmbH (Berlin, GE)

03.2019 - 05.2021

Targomo is a geolocations intelligence startup that combines location analytics with artificial intelligence to help organizations gain a competitive advantage in a fast moving markets.

Product Designer | 01.2020 - 05.2021

- Improved TargomoLOOP UX, enhancing data visualization by collaborating closely with developers and PMs.
- Designed Targomo-powered tools for partners with a strong focus on maps and data (ImmoScout24 and WallDecaux).

Visual Designer | 03.2019 - 12.2019

- Started in the marketing team by working on presentations and impagination of documents such as whitepapers, onepagers and slides for webinars. A new website followed in the branding process.
- Developed Targomo's design system & brand identity, creating scalable design assets and UI components.
- Designed tailored UX solutions for sales teams, applying strategic UX in client-specific feature development.
- Targomo offered me "Interaction Design Specialization" by UCSanDiego (Coursera) for a smooth career transition.

Kuyo is a company which works in the marketing packaging industry (Audi, Allianz, McDonald's, Lufthansa,...)

Brand Designer

- New communication strategy and a completely redesigned brand identity.
- Website redesign (UI/UX).

Albertdesign S.A.S (Padova, IT)

05.2018 - 03.2019

Albertdesign is an Industrial and Visual Design studio with a strong focus on the sports industry. Over the years I helped the studio shaping new services and defining the brand communication of many companies.

Visual Designer

- After the first 6 months of internship, I took ownership of multiple brands, collaborating with management to enhance communication strategy and customer perception.
- Improved on usability principles through web design.

Education

2006 - 2014

After attending the traditional scientific path in high school, where I immediately came into contact with the foundations of the humanistic and scientific area, I studied at Scuola Italiana Design, a 3 years concept school where I had the chance to deep dive in the main aspects of designs (industrial, visual and web) and to collaborate with companies on real projects during the 3rd year.

Scuola Italiana Design | 2011 - 2014

Completed a three-year design program covering foundational design principles, creative problem-solving, software tools (Adobe Creative Suite and Rhino 3D), and real-world applications in manufacturing and services.

High School for Mathematics and Science | 2006 - 2011

Skills and Languages

Where I do give my best

- Ideation of **innovative solutions** through mockups and prototypes. Turning complex, as much technical, briefs into a comprehensible tool is something that really excite me.
- Design review and **solution exploration** are things I really enjoy and I can give a lot in terms of value.
- Stakeholder management: bridges design, product, and engineering teams, ensuring alignment and smooth cross functional collaboration.
 - **Sketching, wireframing and over simplifying concepts** to bring everyone at the same level of comprehension. Clarity is a strong ally when it comes to use time wisely and support the entire team in sharing thoughts and ideas.
 - Negotiation of deadlines and **ways of working**.
- Support in conducting strategic **UX research**, translating insights into impactful design decisions.

Skills in progress

- **Mentoring** product designers (junior and mid-level).
- **Workshop facilitation**, continuously improving structure and engagement for maximum impact using Miro.

Languages

- Italian - Mother tongue
- English - Fluent
- German and Spanish - Low

Other

- Skilled at simplifying complexity for clear decision-making in fast-paced environments.
- Ready to undertake any possible move abroad or to other cities.

About me

After becoming a dad of 2, I don't have much free time left, but I am still able to read novels and write short stories. I love eating, chatting about movies, books, travels and spending time by the sea.