LEAD PRODUCT DESIGNER

Giovanni Orlando

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Lead Product Designer with 6+ years of experience, currently leading UX strategy and mentoring designers at Yara International — a global agricultural technology company operating in 60+ countries.
Background spanning digital product design and visual/brand design for sport and technology industries.

Yara International (Berlin, DE) 06.2021 - Present

Yara is the world's leading crop nutrition company with 18,000 employees and USD 15.5B revenue operating in 60+ countries. I am part of the Digital Farming Solution (AgTech) design team, leading team and company projects while being accountable for two product designers. The team (11 designers in 4 countries) designs the Yara Platform experience with a strong focus on innovation and strategic thinking.

Lead Product Designer 07.2024 - Present

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

Senior Product Designer 04.2023 - 05.2024

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

Product Designer 06.2021 - 03.2023

- Redesign of MegaLab, a data-dense dashboard for soil analysis management — consolidating multi-source lab data (samples, historical trends, geospatial mapping) into a single decision-support interface.
- Managed **agile UX innovation stream (Garage)** through iterative design, leading user research & usability testing to validate new concepts before investment.
- Designed MXP, a scalable design system, leading the Grower stream and contributing to foundational UX strategy for multi-user experiences.

Targomo GmbH (Berlin, DE) 03.2019 - 05.2021

Targomo is a geolocation intelligence startup combining location analytics with AI to help organizations gain a competitive advantage in fast-moving markets.

Product Designer 01.2020 - 05.2021

- Redesign of TargomoLOOP, a complex geospatial analytics dashboard combining live map data, KPI comparisons, and multi-dataset, collaborating closely with devs and PMs.
- Design of Targomo-powered tools for partners with a focus on maps/data (ImmoScout24 and WallDecaux).

Visual Designer 03.2019 - 12.2019

- Started in the marketing team producing presentations, whitepapers, one-pagers and webinar slides; led a website redesign as part of the branding process.
- Developed Targomo **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.
- Took UX coursework in interaction design (UC San Diego, via Coursera), sponsored by Targomo.

Kuyo Verpackungen Gbr (Berlin, DE) 04.2018 - 02.2019

Kuyo works in the marketing packaging industry (clients: Audi, Allianz, McDonald's, Lufthansa).

Brand Designer

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

Albertdesign S.A.S (Padova, IT) 11.2014 - 04.2018

Albertdesign is an Industrial and Visual Design studio with a strong focus on the sports industry.
Clients include Limar, Guerciotti, Stevens Bike, Selle SMP, Ursus and others.

Visual Designer

- Took ownership of multiple client accounts after initial internship, **managing communication strategy** and brand identity across sport industry clients.
- Acted as main point of contact for client projects, translating briefs into visual and communications deliverables.
- Contributed to web design projects with a focus on UX principles and brand consistency.
- Gained foundational experience in the sport design industry, working across industrial, visual and web design disciplines.

Education

Scuola Italiana Design (sid) 2011 - 2014

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

High School for Mathematics and Science 2006 - 2011

Skills and Languages

Core Strengths

- Ideation of **innovative solutions** through mockups and prototypes — turning complex technical briefs into comprehensible tools.
- Design review and **solution exploration** — strong contributor in critiques and design sprints.
- Stakeholder management: bridges design, product, and engineering teams, ensuring alignment and smooth cross-functional collaboration.
- Sketching, wireframing and simplifying concepts to bring everyone to the same level of comprehension.
- Negotiation of deadlines and ways of working.
- Strategic **UX research**, translating insights into impactful design decisions.
- **Mentoring** product designers (junior and mid-level).
- **Workshop facilitation** using Miro — continuously improving structure and engagement.
- Tools: Figma, Miro, Notion, Jira, Adobe Creative Suite, Rhino 3D, Microsoft Office, Google Workspace.

Languages

- Italian — Mother tongue
- English — Fluent
- German and Spanish — Basic

Other

- Skilled at simplifying complexity for clear decision-making in fast-paced environments.
- Open to relocation and international opportunities.