

# ROBERTA SCERRI

Head of  
Product  
Design



[WEBSITE](#)

## Hi there!

Thank you for your interest in my profile! In this resumé, you will discover my career progression with reference to some projects I worked on and my educational background. If you wish to know more, I would be glad to meet online or in person to chat.

# EXPERIENCE

## **Head of Product Design // KPMG (2023- present)**

- Lead user experience design for internal and client-facing systems
- Be the brand leader and advocate for best design, UX and UI practices and oversee their implementation
- Devise KPIs based on previous performance and build a roadmap to reach them
- Lead the building of the design system for the company and its implementation
- Coordinate teams and implement the Agile process using Azure

*KPMG is one of the Big Four and a global network of professional firms providing Audit, Tax and Advisory services with a total of 227,000 outstanding professionals working together to deliver value in 146 countries and territories. I am currently leading the product design area within our internal development team in Malta, reporting to the Section Partner. My role is integral to the Digital Transformation strategy of the company as the first individual driving optimal user experience and designing modern user interface patterns to revolutionise our internal systems - which are also essential for the company's bottom line.*

## **Head of UX, UI & Design // ClearVUE.Business (2022- 2023)**

- Head all projects and design for marketing, digital, print, websites and events
- Carry out brainstorming sessions and emphasize creativity, simplicity and flexibility
- Be the brand leader and advocate for best design, UX and UI practices and oversee their implementation
- Lead user experience design for websites and web applications
- Devise KPIs based on previous performance and build a roadmap to reach them
- Design low-fi and hi-fi wireframes for websites and web applications when required
- Test websites and solutions and work with developers and Head of Dev for solutions
- Interview, onboard and train new recruits in the marketing and design team
- Head a team of 8 people (and counting) and ensure an efficient workflow and collaboration
- Fully remote collaboration with teams in the UK, France and other locations.
- Collaboration Tools: Confluence, Jira

*ClearVUE Business is a net zero consultancy and EMS technology company based in Malta, part of a group of companies with head office in the UK. Just during my first 6 months as Head of UX, UI and Design, I built my team from 2 to 8 people, standardised multiple workflows for better efficiency, built the company's brand appearance and introduced a brand manual, and headed the setup of a full marketing strategy together with design and UX efforts. Juggling multiple deadlines, collaborations, team relationships and feedback loops, reaching business goals and achieving brand tone consistency while maintaining a high level of quality in both deliverables and workplace culture is indeed a big challenge, however so is the level of satisfaction at the end of each day. Reaching out to my team both as a group and as individuals helps me keep in mind the big picture, perceive potential difficulties and empathize.*

## **Senior Associate - UX/UI Designer (E-Commerce & Business Dev) // EVO (2020- 2022)**

- Collaborate remotely with teams spread across the globe
- Engage stakeholders of all levels to revolutionise the way the company builds products
- Leading the design side of the product team, from concept to implementation
- Create user story maps, map out information architecture, create user flows
- Design system interfaces for e-commerce products
- Software used: Figma, Miro, Adobe XD
- Collaboration Tools: Confluence, Jira, Webex

*EVO Payments support the success of our merchants, agents, partners, and developers with global processing solutions, merchant services, and integrated payment APIs. The company processes over \$100 billion in transaction volume annually with a client portfolio of over 550,000 businesses. As a Senior UX/UI Designer, I encountered many interesting challenges which taught me many techniques for business development. Projects included both client-facing and facilitation of internal systems.*

## **Senior UI/UX & Digital Designer // JPA (2020)**

- Overseeing overall company experience
- Structure projects to improve team performance and advocate agile methods for efficiency
- Designing user experience for websites and apps and issue data reports through Google Analytics

- Collaborate remotely with the rest of the team
- Software used: Figma, Miro, Adobe CC (InDesign, Photoshop, Illustrator).
- Digital Marketing Tools: Google Marketing Platform (Analytics, Trends, Keyword Planner)
- Collaboration Tools: Teams, Skype

*JPA is one of the leading design & marketing companies in Malta, having large to small scale clients in various industries, such as Emirates, Nescafe, MVintage and Atlas Insurance. My main responsibility was to drive a user-centred approach in all we do based on my industry experience and best practices, and coordinate the team in terms of product design, market research and analysis & reporting.*

### **Senior UX/UI & Digital Designer (Remote, Contract) // UXDX (2019 - 2020)**

- Start-Up experience: it is fun, challenging and a great place to grow
- Created and managed a design system built with flexibility, scalability and efficient developer hand-off in mind
- Managed all design tasks and requirements of the company
- Liaised with multiple professionals across the globe, mostly developers to oversee website development
- Fully remote collaboration with the rest of the team
- User testing conducted remotely, gained insight on product KPIs using Google Analytics
- Software used: Figma, Adobe CC (InDesign, Photoshop, Illustrator and After Effects), Airtable and Notion.
- Also used: Hotjar, UserZoom, Optimizely, Google Marketing Platform (Analytics, Ads, Trends, Keyword Planner)

*UXDX is the fastest-growing product conference in Europe, and it is all about building the right product faster, as cross-functional teams; the event gave me the amazing opportunity to get to know and network with very prominent individuals of all levels from big players in the product industry including Google, IBM, and Autodesk, to mention a few. Start-up experience was very valuable: working with tight deadlines, a limited budget and a small team gave me the opportunity to get to know the qualities of each member, and to use the best of my capabilities to get a lot done in little time without compromising quality, leading with a mobile-first mindset and following the Agile product cycle.*

### **Senior Graphic Designer // University of Malta (2016 - 2019)**

- Leading two junior designers in my team, reporting to Marketing Director
- Head of design for THINK magazine - liaising with freelancers, writers, illustrators and media buyers
- Led the re-creation of UM brand for a more consistent and influential exposure both locally and internationally
- Coordination and design of marketing campaigns across all media channels
- Software used: Sketch, Wordpress, Adobe CC (InDesign, Photoshop, Illustrator, After Effects)

*Working at the largest educational institution in Malta has been very challenging and exciting. I started off as a Graphic Designer and worked my way up to senior position within a year. Leading the two junior designers and two marketing executives in my team for two years has been one of the best experiences: leadership has taught me how to push creativity and innovation to achieve new milestones, and how to listen, criticise constructively and make the right decisions on the go.*

**Check out my [Linkedin profile](#) for earlier full-time work experiences.**

### **PART-TIME**

### **Design & Interactive Media (UX/UI) Lecturer // MCAST (2020- 2023)**

- Fully remote teaching in English
- Classroom management with groups of over 30 students at university level
- Design, review and manage lesson plans from a curriculum with specific evidenced outcomes
- Design lesson presentations and live workshop sessions
- Organisation of talks by professionals in the field
- Individual reviewing and feedback
- Systems used: Classter LMS, Microsoft Teams

*The Malta College of Arts, Science and Technology is the country's leading vocational education and training institution. Part-time teaching has its challenges, however, when paired with my experience in the industry it provides me the opportunity to give degree students a realistic perspective and knowledge that is only gained on the workplace.*

# EDUCATION

**Henley Executive MBA** // Henley Business School, University of Reading (Oct 2023 - Present)

**Product & Web Accessibility** // W3C (Online) (May 2023)

**Product Analytics** // Pendo.io (Online) (April 2023)

**Professional Diploma in UX Design** // UX Design Institute, Dublin (2021)

**Digital Marketing Professional Diploma** // Digital Marketing Institute (2020)

**User Experience Design Certificates** // Interaction Design Foundation (IDF) (Online) ( 2017- 2019)

Certificates:

User Experience | Human Computer Interaction | Emotional Design | Affordances: Design Intuitive User Interfaces

**BA (Honours) in Graphic Design & Interactive Media** // MCAST (2011 - 2014)

Visual Communication in Art and Design, Ideas Generation and Development, Animation Techniques for Interactivity, Art Design and Media Practice in Digital Environments, Digital Image Creation and Development, Project Design, Critical Study in Art and Design, Typographic Skills, Editorial Design, Corporate Identity in Graphic Design, Packaging in Graphic Design, Product Marketing and Advertising Media, Interactive Design, Design Communication

**Advanced Level Certificates // Arts, Marketing, Web Design (ICE)** (2008 - 2013)

**Languages:**

	Maltese	English	Italian	Spanish
Comprehension/Spoken:	Native	C2	B1	B1
Level of writing:	Native	C2	C1	B2

*Let's Talk!*

Phone: +356 7986 3644

Email: [design.by.roberta@gmail.com](mailto:design.by.roberta@gmail.com)

