

# Dorian Tireli

User Experience Manager, Product Designer, Design Leader

I'm an experienced User Experience Manager, Product Designer, Strategic Thinker, and Design Leader. I've helped connect Businesses, Products, and Customers through Human-Centered Design. I am a passionate Maker, Hands-on Implementer and Design Leader. My mission is to help organizations deliver meaningful Customer Experiences that leverage new Technology, new Organizational Structures, and Cultural Transformations that require visionary change. I have a proven track record of growing and managing successful Design Teams in Startups, SMEs and Enterprises.

Specialties/Interests: User Experience, Product Design, Interaction Design, Design Strategy, Service Design, Design Operations, Growth Hacking.

## Experience

### Poplab

*Product Designer and Founder - Tallinn, Estonia*

*Mar 2019 – Present*

Poplab is a Product Design and UX consultancy, it provides a full-stack Design Services, from the early research stages all the way up to the final design implementation. Two key projects were delivered since the launch of the consultancy, a strategic collaboration with Milan based design consultancy GreatPixel and launch of a new niche Job Board for remote design professionals.

### GreatPixel

*Head of DesignOps - Milan, Italy*

*Sep 2019 – Oct 2020*

In a little over a year-long contract with GreatPixel, my main focus was to build from scratch and develop the DesignOps function, to help the agency grow business and improve delivery on a series of key accounts. Among the main issues addressed: design process, team coordination and communication, design tools and design culture, with the ultimate goal of establishing a highly efficient design process that generates high-quality design outputs. I was involved directly as Project Manager, Individual Contributor or Project Owner on key agency accounts: [GS1 Italy](#), [Milano Airports](#), [IAB Italy](#) and [Gamba Bruno](#).

### Mimecast

*Director User Experience - London, UK*

*May 2016 – Feb 2019*

From the day one in Mimecast, my main objective was to significantly improve the quality of User Experience of legacy and new Web and Mobile apps. The amount of accumulated experience gap was significant across the entire enterprise product portfolio. Multiple initiatives were implemented to establish a functionally efficient end internally respected design team within Mimecast's engineering-centered company culture. Along this exciting journey, a new User Experience function was launched, a team of 12+ Designers, Researchers and Writers meticulously 'assembled'. In parallel, the company-wide Design Strategy was outlined, the Design Process refined and merged within the existing agile delivery framework and a brand new Design System built and deployed within the enterprise Administration Console and customer-facing Web and Mobile apps.

### Maistro

*Global Head of User Experience - London, UK*

*Nov 2013 – May 2016*

Managed a team of 10 UX/UI Designers, Illustrators, and Front-end Developers. Responsible for User Experience of Maistro's online business services marketplace. Designed a series enterprise-class Desktop, Tablet and Mobile apps and Administration Dashboards, including Procurement, Project management, E-commerce, and Community functionalities.

## **Italiaonline**

*Head Of User Experience - Rome, Italy*

*July 2010 – Oct 2013*

Italy's #1 free Email provider, part of telecom operator Wind Tre until 2011. Managed a larger team of 20 Designers, Writers and Product Managers in Rome and Milan. Designed web and mobile Email messaging, Cloud storage, News, Video, Social media and E-commerce apps.

## **User Farm**

*User Experience Lead - Rome, Italy*

*Feb 2009 – July 2010*

Developed and managed a video crowdsourcing platform Userfarm. Implemented custom platform solutions for clients such as Nokia.

## **Rawflow**

*Head Of User Experience - London, UK*

*Nov 2007 – Jan 2009*

Designed and managed Selfcast.com, RawFlow's live video streaming platform.

## **Self Employed**

*UX Consultant - Milan, Italy*

*Mar 2003 – Sep 2007*

Participated in numerous UX contracting engagements with Agencies and Digital consultancies on multidisciplinary projects; E-commerce, Mobile, Social media, Online Advertising, IPTV, News outlets, Job search engines, and Point-of-Sale kiosks. Designed and managed several online products, ranging from specialist blog networks to price comparison search engines.

## **Sapient**

*Director User Experience - Milan, Italy*

*Mar 2000 – Mar 2003*

Managed Sapient's UX team of 25+ practitioners. Delivered a series of enterprise level multi-disciplinary projects in manufacturing, financial services, telecommunications, and automotive industries. Clients: Ferrari, Maserati, WindTre, ABI, Ariston, Banca Intesa, Fineco, Indesit, Bticino and Tenaris.

## **Education**

### **Istituto Europeo Di Design**

*Graphic Design - Milan, Italy*

*Full-time 4-year B.A. Degree*

Graphic Design course focused on complex communication systems through different media - knowledge of advanced editing software, professional printing and production methods.

## **Contact, Social Media and other info**

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Personal website: <http://www.tireli.com>

Company website: <https://www.poplabs.io>

Languages: Italian, English, Croatian.

Passports: Italian, Croatian

Open to international relocations.