

Valerio Italiano

UX Designer

UX lead with 20 years of experience across consumer and enterprise products. Specializing in creating product frameworks that bring clarity and consistency to complex systems.

Professional experience

Staff UX Designer

Google

2021—2025

PROJECTS

Unified Measurement Experience

Conversion Setup Simplification

Defined the vision and design framework for measurement across Google Ads, creating a more coherent and consistent experience aligned with advertisers' goals, workflows, and mental models.

- Defined and drove the vision for a redesigned measurement setup experience, reframing measurement around how advertisers think rather than how systems are structured.
- Defined a unified measurement model that aligned experiences across Google Ads, Google Analytics, and the wider Google Marketing Platform around a common set of concepts and workflows.
- Simplified web conversion setup, enabling advertisers to configure web conversions directly within Google Ads with reduced technical dependencies.

Senior UX Designer

Google

2015—2021

PROJECTS

Campaign Creation Frameworks

Setup Flows for Search, Display and Performance Max Campaigns

Creative Management

Led the design of foundational experiences across Google Ads, creating shared frameworks for campaign creation, creative management, and advertiser workflows.

- Defined a unified campaign creation model adopted across Google Ads, replacing fragmented product-specific workflows with a consistent foundation for campaign setup.
- Led the design of flagship campaign experiences, including Google Search and Performance Max, applying the new model to simplify campaign creation and improve campaign readiness.
- Created a shared media management experience that became the foundation for creative asset selection across Google Ads.
- Defined a scalable ad preview framework supporting dozens of ad formats and campaign types across Google Ads.

UX Designer

UK Home Office / GDS

2014—2015

PROJECTS

Online Crime Reporting

Border Security (classified)

Contributed to the UK government's digital transformation programme, designing public-sector services in policing, border security, and citizen-facing reporting systems.

- Led research and design for a new online crime reporting service.
- Launched a live pilot in partnership with two UK police forces, taking the service from concept to real-world deployment.
- Contributed to the development of security systems deployed at the UK border.

Senior UX Designer

British Sky Broadcasting

2011–2014

PROJECTS:

Account Management App

TV Content Discovery

Online Store

Home Move Online

Led the design of digital products that helped transform how customers discovered content, managed their services, and engaged with Sky beyond the television screen.

- Reimagined customer support as a connected service journey, combining digital and human support within a single mobile experience.
- Connected support content, account tools, and service actions into contextual journeys that helped customers move seamlessly from understanding a problem to resolving it.
- Created a shared content discovery framework that unified Sky's digital properties.
- Explored early concepts in personalized discovery, recommendation systems, and natural-language search.

UX Consultant

Freelance

2010–2011

Partnered with clients and agencies to design digital products and services across a range of industries, leading projects from discovery and concept development through launch.

Interaction Designer

eFinancialCareers.com

/ Dice.com

2004–2008

Led UX design across eFinancialCareers' global recruitment platform, shaping experiences for both jobseekers and recruiters across a network of international career sites. Contributed to a platform recognized as Best Online Service by Recruiter Magazine.

Qualifications

MS Human-Centered Systems

City University, London

HND Graphic Design

Middlesex University, London

BA Modern Languages

Univ. of Westminster, London

Languages

French and Italian (fluent)

German (proficient)

Dutch (learning)

ASL (learning)

Skills

Product Strategy

Information Architecture

Interaction Design

Design Systems

User Research

Prototyping

AI-assisted product development

Tools

Figma, Axure, Sketch,

Adobe Creative Suite

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PORTFOLIO

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