

Domenico Lomonaco



UX Strategist | UX Designer | UX Architect | UX Researcher | Customer Experience |
Interaction Designer | Service Design

Seasoned UX leader with over 25 years of experience in translating client requirements and users' needs into user-centered, user-friendly digital applications.

Proven track record in leading and building high-performing teams, optimizing product delivery processes, and driving innovation through a user-centric approach. Experienced in collaborating with diverse teams, including product managers, developers, designers.

Extensive experience in Agile methodologies.

Professional Experience

Associate Design Director | Capgemini

May 2024 – Present

- Identify opportunities in Customer Experience (CX) and User Experience (UX) to enhance digital products for Capgemini's clients.
- Collaborate with cross-functional teams, including developers, product managers, and stakeholders, to align digital strategies with business objectives.

Some of the projects @Capgemini

Product Owner Scotty AI, Capgemini

October 2024 – Current

- Lead a team of five professionals to master Scotty AI technology, enabling independent implementation for diverse client environments.
- Drive innovation by leveraging conversational AI to automate business processes, enhance efficiency, and improve customer interactions.
- Achieved a major milestone by developing a demo for AI Witness, a bot capable of recording testimonies via voice calls, showcasing its potential for rapid and accurate information collection.
- Combine technical innovation with practical implementation to deliver impactful solutions in a rapidly evolving technological landscape.
- Strengthen leadership skills while deepening expertise in cutting-edge AI technologies.

Digital Strategist, DMI Dashboard | Ministry of Infrastructure & Water Management (Min I&W)

September 2024 – October 2024

- Played a key role in the DMI Dashboard van de Toekomst project by identifying and documenting client and stakeholder requirements.
- Organized and facilitated interactive workshops to articulate ideas and expectations effectively.
- Collaborated with a UI designer to translate insights into a visually compelling prototype.
- Presented the prototype at the Smart City Expo in Barcelona, receiving positive feedback and valuable insights from an international audience.
- Demonstrated expertise in stakeholder management, translating complex needs into practical solutions, and contributing to innovative projects in dynamic environments.

Head/Lead/Senior UX Designer, UX Strategist (Independent) | Domenico Lomonaco

April 2004 – April 2024

- Led multiple UX projects across various industries, including e-commerce, telecom, and digital publishing.
- Managed diverse teams of UX designers, product managers, and researchers to deliver high-quality digital products.
- Collaborated with international teams and stakeholders, ensuring alignment with business objectives and market needs.

Head of Design | Borealis Digital Studio

September 2018 – February 2024

- Built and led a team of 12, including UX researchers, UX/UI designers, service designers, business analysts, and solution designers to drive digital transformation.
- Developed and implemented a comprehensive User Experience strategy that emphasized consistency and user-centered design principles.
- Oversaw the department's budget and resources, optimizing processes and resolving performance challenges to ensure effective department management.
- Established departmental goals, developed strategies, and facilitated decision-making to align product development with the company's vision.
- Championed Agile methodologies and served as a servant leader, building trust and credibility across all levels and functions.

Some of the project @Borealis

Digital Twin

- Led the UX strategy for the "Digital Twin" project, ensuring user needs were prioritized from inception to implementation.
- Collaborated with engineers, researchers, and developers to create user-centric solutions that addressed complex challenges in the production process.
- Utilized Agile project management techniques to guide development cycles and validate use cases with stakeholders.

Contaminant Tracker

- Developed a UX strategy and concept for the Contaminant Tracker application, responding to the QC department's need for a digital solution to categorize, monitor, and recognize different contaminants in the production process.
- Gathered business requirements and, with a UX researcher, conducted interviews with various users, including QC engineers, production managers, product engineers, and asset managers.
- Created a draft solution concept, validated it with users and business stakeholders, and developed interactive mock-ups tailored for each user role.
- Successfully designed a complex application that users could navigate intuitively and with a sense of accomplishment, utilizing a user-centric approach.

Service Designer | Janssen

November 2018 – March 2019

- Facilitated workshops with professional users to enhance Janssen's digital presence and service offerings.
- Developed user-centered solutions that were clear, actionable, and aligned with stakeholder needs.

Senior User Experience Consultant | DPG

May 2016 – December 2017

- Led the UX strategy for DPG's digital transformation, managing the integration of seven regional newspapers into a unified digital platform.
- Designed and implemented a navigation model that remains a core feature of the digital products, contributing to millions of daily user interactions.
- Conducted extensive user research and testing to validate assumptions and improve user engagement and satisfaction.

For a complete overview of my profile, please visit my LinkedIn profile

<https://www.linkedin.com/in/domenicolomonaco/>

For my portfolio, please visit my site lomonaco.nl

Key Skills

- **Leadership and Team Building:** Proven experience building and managing teams to deliver high-quality products aligned with organizational objectives.
- **Stakeholder Management:** Strong communication skills for influencing, collaborating, and engaging with cross-functional teams and stakeholders.
- **Strategic Decision-Making:** Experience in setting departmental goals, optimizing processes, and making informed decisions to overcome obstacles.

Education

- Professional Scrum Product Owner
- Leading SAFe® (SA)
- Pyramid Principle
- AIOps (Artificial Intelligence for IT Operations)
- Kenhart Gesprekstechnieken
- Leadership Vision
- Continuous Discovery - Defining Outcomes
- Managing the people side of change - Prosci
- Coaching
- Feedback Essentials
- Measuring User Experience The Human Mind and Usability The UX VP/Director; Nielsen/Norman Group, Courses New York City
- Academy of photography (HBO), Rome

Recommendations

"Domenico is a creative UX professional with over 15 years of experience (from strategy to realization, multi-device). He specializes in translating and elaborating business issues into user-centered applications.

Domenico has extensive expertise in the fields of UX, UI, and user-centered design, and is adept at overseeing projects from a UX perspective. He has successfully executed projects across various industries, where he was responsible for both the UI & UX concept and design, as well as the coordination and management of development.

In addition to his expertise, Domenico is also a connector. With his pleasant manner, Domenico knows how to reach people and motivate them to create a foundation of support and achieve the best possible outcome for all parties involved. He is capable of getting stakeholders from different disciplines involved in development projects to collaborate, motivate, and manage them. Domenico has proven this, for example, at Ben and KPN, serving as the link between the project team, client, stakeholders, and various suppliers."

— Seren Taylan, was Domenico's client

"Domenico is very pleasant to work with. He's a good listener that is able to come up with different solutions."

— Stijn Hazen, was Domenico's client

"Domenico, The pleasure was all mine, working with you. You learned me a lesson in combining intellect with style, grace, charm & tact. Thanks Till the next time Domenico. Sailors never say goodbye!"

— Marvin Fernandes, UXpert, Vodafone, worked directly with Domenico

"Domenico is always going to make a product better. Because of his craftsmanship, but also because of the person he is."

— Nic De Backer, DPG and Borealis, managed Domenico

"I have come to know Domenico as a creative problem solver with a strong view on user centered design. His wide range of experience often leads to a fresh view on design solutions. Domenico's skills to quickly create a prototype to bring ideas across has often proven to be of great value. Domenico is very efficient and reliable in his way of work and spot on with regards to delivery dates. Great person to work with!"

— Agnelet Haasbeek, worked directly with Domenico

"I am happy to recommend Domenico: He is a well-equipped and experienced designer, a reliable addition to any team. His participation was crucial to baseline key design principles, supporting decision-making not only in projects he was responsible for, but extending them to a boarder scope, iterating with other designers across the board. His creative pragmatism is great to get teams to arrive to a decision faster, without much fuzz."

— Bernardo van de Schepop, managed Domenico

"Not only is Domenico a highly skilled & experienced UX-designer, he is also a great sparring partner for both our creative teams and our clients.

— Bart ter Steege, worked directly with Domenico

Languages

English

Full professional proficiency

Italian

Native or bilingual proficiency

Dutch

Native or bilingual proficiency

Honors and Awards

Magneet: Effectiviteit

Stichting Jaarprijzen Personeelscommunicatie (SJP) 2013

Onze Albert Heijn

Magneet: Employer brand

Stichting Jaarprijzen Personeelscommunicatie (SJP) 2013

Onze Albert Heijn

Usability Award

Usability Award 2011

wehkamp.nl

POPAI

POPAI Benelux 2009

KPN mobile tables (product lift) GOLD: best Instore Communication Material in the Benelux GOLD: best Digitale Instore Media

FWA

FWA 2008

Tommy TV, Tommy Hilfiger

FWA

FWA 2008

Snake - campaign website for Volkswagen

Spin Award

SpinAwards 2006

Silver SpinAward in the category Beste gaming concept Calucci the Game, online game for Centraal Beheer

Skills & Expertise

Interaction Design
E-commerce
User Experience
User Experience Design
Service Design
UX Research
Customer Experience
Product Ownership
Social Media
Information Architecture
Human Computer Interaction
User Interface Design
User-centered Design
Usability
UX strategy
Concept Development
Digital Strategy
Design Thinking
Creative Strategy

Tools

Axure
Figma
Adobe CS
Sketch
Omnigraffle
Adobe XD
Etc.

For a complete overview of my profile, please visit my LinkedIn profile
<https://nl.linkedin.com/in/domenicolomonaco>

For my portfolio, please visit my site lomonaco.nl