

Valeria Azzini



A designer with 15+ years of experience building teams from scratch, redesigning and launching 4 e-commerce platforms across international markets, with a constant focus on quality, inclusivity and user-centered design.

Head of Design

Digital product Leadership

UX/UI Strategy

Milan, Italy

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Moncler

Digital Design Experience Senior Manager

2023 - Present

Directing UX/UI strategy and execution across web, mobile and native app. Managing agency partnerships across Europe and key Asian markets, and embedding a data-driven culture through behavioral analytics, usability research and A/B testing.

Main projects:

- 2026 Led the A/B testing program across global e-commerce, with ongoing impact on experience and conversion
- 2026 Launch of the Digital Design System website
- 2025 Launch of global e-commerce Moncler.com & new native app across international markets
- 2025 Launch of redesigned platforms in China: JD, Tmall, WeChat

Digital Design Experience Manager

2018 - 2023

Built Moncler's UX/UI design team from the ground up, laying the foundations of digital design and bringing its processes, tooling and ways of working in-house.

Main projects:

- 2021 Design and launch of new e-commerce website & native app
- 2019 Accessibility project: WCAG 2.0 AA level achieved

Leroy Merlin

Digital Art Director

2014 - 2018

Leading a team of designers to create digital experiences.

Supporting the e-commerce team through a dedicated editorial plan and landing pages.

Main projects:

2017 Design and launch of the new native APP

2015 Design and launch of the new website

2015 Definition of the new digital design system

Contactlab

Senior Digital Designer

2011 - 2014

Designed digital websites and newsletter campaigns for Italy's leading e-mail marketing company. Clients: Illy, Lastminute, Breil, Ferragamo, Damiani, Nestlé.

Main projects:

- Landing Page & Newsletter Design
- Infographics
- Social media campaigns

Dolce & Gabbana

Digital Designer

2006 - 2011

Designed digital campaigns, product landing pages, digital magazine content and product innovation.

Main projects:

- Landing pages
- Banner Design
- E-commerce newsletter
- Brand identity for editorial magazine Swide

Key Expertise

User Experience
User Interface Design
Usability Testing
Concept Definition
Digital Transformation

Software

Figma
Optimizely
Adobe Creative Suite

Languages

Italian – Native
English – Professional

Education

Nielsen Norman Group
Usability Week – London
2018

Istituto Marcello Dudovich
Diploma in Graphic Design and Advertising
2003