Francesco Recupero

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As a Senior Product Manager with a background in product design, I combine technical skills with strong design principles to effectively understand user needs and translate them into clear product requirements. I've worked in various product roles and led teams in design-focused companies across industries such as healthcare, banking, marketing, travel and education. This experience has improved my ability to create products that meet both user expectations and business objectives.

EXPERIENCE

Senior product manager
Log My Care | London (Remote) | SaaS | August 2022 - Present

Responsibilities

- Contribute to the **product strategy** alongside C-level executives;
- Conduct extensive **market research** and **user interviews** to deeply understand users' **needs** and pain points;
- Build, manage, and **prioritise** a comprehensive **product backlog**;
- Translate user needs and business objectives into actionable features and **user stories**;
- Create and communicate a clear, prioritised **product roadmap** that aligns with strategic objectives (**OKRs**);
- Write detailed **feature specifications** and work closely with the design team to create intuitive, user-friendly designs;
- **Oversee the operations of the agile team** from discovery through launch;
- Provide **internal trainings** to enable customer success and sales;
- Define, track, and analyse key performance indicators (**KPIs**) to **measure product success** and inform decision-making;
- Act as a **line manager**, providing mentorship and guidance to team members.

Achievements

- Contributed to the **transition from startup to scale-up** as the first Product Manager;
- Helped **grow** the product team from 4 to 14 members;
- **Delivered** over 10 projects and launched 5 major features in 18 months;
- Led the **0-1 development of a major new product** (rostering), overseeing everything from initial scoping and strategy to design and final implementation, with the launch scheduled soon;
- **Doubled revenue** and **increased users by 80%** by defining and implementing a product strategy in alignment with multiple stakeholders.

Head of product and Co-founder
Pine | Budapest (Hybrid) | Agency | April 2019 - July 2022

Responsibilities

- Act as a consultant for customers, understanding their vision, requirements, and expectations to **define a viable product strategy, roadmap and features prioritisation;**
- Provide **expert advice on design principles and strategy** to ensure that products are intuitive, user-friendly, and aesthetically pleasing;
- **Lead a multidisciplinary team** of researchers, UX designers, UI designers, and developers to deliver high-quality digital products 0-1;

- **Managed multiple projects** simultaneously, ensuring timely delivery within scope, budget, and meeting quality standards and client expectations;
- **Oversee the in-house development** of products or coordinated with external development agencies for major projects
- **Manage** a diverse team of 10 professionals, including UX designers, UI designers, developers, and psychologists.

Achievements

- **Built a multidisciplinary design team** of 10 professionals from scratch;
- Collaborated with European companies in diverse sectors on product strategy and design, including BrainBar, Design Terminal, Volteum.io, Medicus.ai, Thephenomenals.family and Mobito.io.

Product strategist
Supercharge | Budapest (On-site) | Agency | December 2016 - April 2019

Responsibilities

- Collaborate closely with clients to define their **product strategy**, ensuring their vision is transformed into viable solutions;
- Work as **UX designer** to ensure a top notch **user experience** and **usability**;
- **Lead** teams of less senior designers, guiding them through the design process from concept to completion.
- Write **functional specification** for handover to the development team;
- **Liaise with the development team** to ensure that the implementation is done according to design.

Achievements

- Designed and delivered products for major customers in diverse sectors such as **banking**, **marketing**, **utilities**, **telco**, **travel**, **healthcare** and **consumer electronics**. Details and references are available upon request.

Service designer
Telenor | Budapest (On-site) | Telco | September 2015 - November 2016

Responsibilities

- Work in the service design team to bridge **user experience** and telco technical capabilities;
- Ensure a great experience and consistency across multiple channels for Telenor's customers;
- **Design** and **prototype** user experiences across various touch points.

Service designer
British Telecom | Budapest (On-site) | Telco | December 2013 - August 2015

Responsibilities

- Design **bespoke service solutions** for major bids, integrating BT's internet access, MPLS, and satellite access technologies;
- Collaborate with product management, network engineering, customer support and sales teams to align service designs with **customer requirements**;
- Conduct SLA related **risks assessment** and define mitigation actions.

SKILLS

- Product Leadership
- Product Strategy
- Product Management
- Roadmap Development
- Market Research
- Prioritisation
- Agile
- Service Design
- Design Thinking
- User Experience (UX) Design
- Product Design
- Facilitation
- KPI
- OKR
- Growth
- Entrepreneurship
- Cross-Functional Team Leadership
- People Management
- ITIL
- Telco

TOOLS

Productboard | Jira | Coda | Figma | Sketch | Adobe suite | Miro | Excel | VS Code | WordPress | Webflow | Hugo | GCloud | Firebase | Mixpanel

EDUCATION

- B.Sc. in **Management Engineering (IT)**, University of Pisa;
- **ITIL® Foundation** (March 2015);
- **WolfPack Leadership and Management Training**: Completed specialised programs designed to enhance leadership and management skills.