

Giovanni Gras

Design Lead & Product Designer

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SUMMARY

Cut support tickets by 30%. Turned 1,000 coin requests into a 5-chain roadmap. Designed systems and journeys used by 1.5 million banking customers. I work where strategy, UX craft, and commercial pressure meet. Turning messy product problems into clearer systems, sharper decisions, and better user experiences.

I've spent most of my career in products where design is not decoration: security, fintech, hardware wallets, banking. My work sits between strategy and execution: helping teams decide what matters, then turning that into product flows, systems, and roadmap priorities that can actually be built.

[View portfolio](#)

LANGUAGES

Dutch Native
English Professional proficiency

SKILLS

UX Strategy Interface Design Design Systems Mobile & Platform UX
Discovery & Research Design Leadership B2B & B2C 0→1 Products

EXPERIENCE

NGRAVE 2022 – 2026 · 4 yrs 3 mos

Head of Product & Design Dec 2024 – May 2026

Managed and coached a team of 5 across Product, UX, and QA. Owned product vision and roadmap across the ZERO hardware wallet and LIQUID mobile app. Drove high-margin features (swapping, on-ramp) contributing to 30% of total revenue. Scaled outcomes to NPS 60, Trustpilot 4.7, 90% Ease-of-Use score, \$1.3B assets under self-custody, and 20% YoY user growth. Identified systemic release inefficiencies through stakeholder discovery: mapped rework patterns and process gaps across Product, Engineering, QA, and Support, then led alignment sessions to redesign the release approach. Reduced cycle time by ~30% and improved delivery predictability.

Product & Design Lead Jan 2023 – Dec 2024

Ran discovery and user research across 1,000+ coin and chain requests to build a prioritisation framework, turning fragmented demand into a focused 5-chain roadmap aligned with engineering capacity. Identified high-friction support patterns through user research, then redesigned the Help Center around customer tasks and real support needs, reducing support tickets by 30% and doubling the self-service score.

Founding Product Designer Mar 2022 – Jan 2023

First design hire (10th employee). Established design and research practices from scratch. Conducted early user research, defined UX foundations, and designed the full product ecosystem (hardware wallet, mobile app, website) end-to-end. Built a scalable design system that unified interface patterns across products and reduced handoff friction with Engineering.

Telenet 2021 – 2022

via Craftzing · UI Designer

Designed interface patterns for the MultiBrand Streaming Service Platform, a multi-brand entertainment and TV experience.

Argenta 2017 – 2021 · 4 yrs 4 mos

via Monkeyshot · Product Designer

Led product design across Argenta's website, Homebank, and mobile app for 1.5M clients. Coordinated internal and external discovery across mobile and web with researchers, product owners, and developers. Grew active mobile users from 273K to 535K and lifted the app rating from 2.6 to 4.6. Built a component-based design system and delivered a WCAG-compliant website tested with blind participants.

Intigriti 2016 – 2020 · 4 yrs

via Monkeyshot · First UI/UX Designer

First and sole designer. Designed the MVP from 0, defining UX strategy, interface design, and visual identity, then led a full redesign grounded in user feedback and market validation. Owned end-to-end product and marketing design as the platform scaled to 10,000+ security researchers and 100+ enterprise clients in 4 years.

Bundl, Nine O'Clock, Nascom 2014 – 2016

Internships

EDUCATION**Karel de Grote-Hogeschool** 2011 – 2014

Bachelor's degree, Multimedia Technology