

Enrico Furfaro

SENIOR / STAFF PRODUCT DESIGNER

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SUMMARY

10+ years at the intersection of Product, Research, and Design. At Komoot, I built and mentored the Growth Design team (2 ICs), driving 60+ experiments to double-digit gains in retention and monetization. Before that, I designed a complex multi-platform flagship feature and scaled a design system to TV.

Besides business fluency, what sets me apart from the crowd is the wide range across company stages, platforms, screen sizes, real-world constraint design, and interaction modalities beyond touch. This experience lets me operate across B2C, B2B, and early-stage AI/autentic products.

I use AI to augment and accelerate my workflow, from exploration to prototyping and building an automation pipeline running my freelance practice today.

EXPERIENCE

Co-founder, Fractional Designer @ FunctionForm

Berlin, Germany - Oct 2025 to now

- Collaborating with product leaders and founders on product quality, activation, retention, and monetization design.

Senior Product Designer (Growth Lead) @ komoot GmbH

Berlin, Germany - Sept 2020 to Oct 2025

- Drove a 13% lift in activation and 20% lift in paywall conversion through UX, UI, Research, and Strategy across Activation, Retention and Monetization.
- Built (hiring) and mentored the Growth Design Group (2 designers), acting as critique partner and raising the quality bar; introduced peer-pairing rituals that measurably increased psychological safety.
- 0-to-1 design of a habit-building mechanic (Adventure Streaks) based on behavioral segmentation of 40+ million users.
- Pioneered a field-testing research framework and evolved Komoot's design system with new components, including a tooltip/coachmark system used across product teams and use cases.

Senior Product Designer (Content Discovery) @ Zattoo GmbH

Berlin, Germany - Jul 2017 to Aug 2020

- Led a team of two designers redefining Recordings, a flagship feature, ensuring consistency and quality across 7 platforms (iOS, Android, tvOS, Android TV, proprietary set-top box, Xbox, Web). Results: +6% watched duration.
- Co-designed the product's design system and evolved it for TV from the original web version.
- Directly worked with Apple execs to launch Salt TV in the Swiss market on content discovery, comparison patterns and IA across large content catalogs.

Senior UX Researcher @ WATTx GmbH

Berlin, Germany - Sept 2016 to Apr 2017

- UX research for Privacy and Healthcare IoT products. Mentored a junior designer/intern and ran UX training for the design and marketing teams.

UX Architect @ We Love Digital Ltd

Maidstone, U.K. - Oct 2013 to Aug 2016

- UX Design and Research for Sony, Yamaha and Maersk. On SonyMobile.com (ecommerce, consumer electronics), led product discovery, information architecture, and funnel analysis.

SIDE PROJECTS

Social Butterfly

AI-augmented lead gen tool for my freelance practice. Weekly digest of networking events based on target client presence, plus follow-ups and leads management. Stack: Claude API, Railway, Telegram, Notion.

RealQuote (sunsetting)

Co-founded a multi-agent AI SaaS converting customer testimonials into marketing assets and social media content. Full ownership: UX, PM, validation. Sunsetting due to weak differentiation and low willingness to pay.

SKILLS

- **Product and UX Design** Design Systems & Reusable Frameworks; Information Architecture; User flows; High-fidelity UI.
- **Interaction Design** platform native design across touch, gesture, D-pad/remote, and controller input; physical interaction design.
- **User Research & Validation** Interviews; Surveys; Usability Testing; AB testing.
- **Strategy** Design Thinking Workshops; RICE; North Star alignment.
- **Tools, AI & Prototyping** Figma; Claude; ChatGPT; NotebookLM; Wispr; Granola; Lovable; HTML + CSS.
- **Leadership** Hiring, onboarding, mentoring. Cross-functional projects across Engineering, Marketing and Product.

EDUCATION

- **MSc Human Computer Interaction with Ergonomics**, University College London, 2013
- **MSc Psychology** (Social & Economic Behaviours), Università degli Studi di Milano - Bicocca, 2012
- **BA Communication Studies**, Università degli Studi di Milano - Bicocca, 2009

PUBLIC SPEAKING AND AWARDS

Betahaus (Berlin, 2026) · DesignMatters '23 (Copenhagen, 2023) · PDM (Berlin, 2023) · Festival of UX&Design (2021) · UX Crunch (Berlin, 2020) · IxDD Zurich (2019) · UCD London (2015) · The Drum DADI awards (2015, shortlist).

CONTACTS

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