

Enrico Furfaro // Lead Product & Growth Designer

Work Experience

FunctionForm - Berlin, Germany

Co-founder, Growth Design - Oct 2025 to now

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

RealQuote - Berlin, Germany

Co-founder (UX, PM, Ops) - May 2025 to Sept 2025

Designed and validated an AI SaaS MVP for turning customer testimonials into marketing assets. Decided to sunset before launch due to weak differentiation and low willingness to pay.

komoot GmbH - Berlin, Germany

Senior Product Designer (Growth Lead) - Sept 2020 to Oct 2025

Position eliminated during a large-scale layoff following acquisition by Bending Spoons.

UX, UI, user research and strategy work on activation, retention and monetization across the growth funnel, resulting in 10–20% metric uplifts.

Hiring Lead and Mentor for the Growth Design Group (3 Designers, retained until layoff).

Designed Adventure Streaks, a habit-building and reactivation mechanic based on behavioral segmentation of millions of users.

Zattoo GmbH - Berlin, Germany

Senior Product Designer (Content Discovery) - Jul 2017 to Aug 2020

Led a team of two designers in redefining a complex flagship feature across 7 platforms (iOS, Android, Smart TV, Web and more) which resulted in +6% watched recording duration.

Worked on content discovery, comparison patterns and IA across large content catalogs.

Directly worked with Apple execs to launch Salt TV in the Swiss market.

WATTx GmbH - Berlin, Germany

Lead UX Researcher - Sept 2016 to Apr 2017

We Love Digital Ltd - Maidstone, U.K.

UX Architect - Oct 2013 to Aug 2016

Skills

Product and UX Design

Information Architecture; Storyboarding; User flows; high-fidelity UI; AI Prototyping.

User Research & User Validation

Interview; Card Sorting; Tree testing; Survey; Usability Testing; Ethnography.

Strategy

Design Thinking Workshops; Experience Mapping; Personas; Competitor Analysis; RICE; North Star alignment.

AI, Tools & Coding

Figma; AI tools (ChatGPT, Claude, Lovable, Cursor, NotebookLM); Miro; Familiarity with HTML + CSS, Arduino and MAX-MSP.

Leadership

Leading complex initiatives with autonomy and clarity. Aligning product, design, data, and engineering to drive measurable business impact.

Education

University College London

2013 - MSc Human Computer Interaction with Ergonomics

Università degli Studi di Milano – Bicocca

2012 - MSc Psychology (Cognitive, Social & Economic Behaviours)

2009 - BA Communication Studies

Public Speaking

🎤 **Bridge the Value Perception Gap**

2023 - Design Matters 23; Copenhagen, DK

Coffee, Cakes, Bikes, Hikes - Field Tests @ komoot

2023 - Product Designers Meetup; Berlin, DE

The future holds what you hold now

2021 - Festival of UX & Design; Remote, 22 Mar.

Trust me, I'm a designer

2020 - UX Crunch Berlin; Berlin, DE; 18 Feb.
2019 - World Interaction Design Day; Zurich, CH; 24 Sept.

Sonification of virtual and real surface tapping

2015 - UCD Conference, London, UK; 23-24 Oct.

Contacts

www.enricofurfaro.com

password: Benvenuti

[linkedin.com/in/enricofurfaro](https://www.linkedin.com/in/enricofurfaro)

enrico.furfaro@gmail.com

+49 159 01654975

Berlin