

# SIMONE SANTONOCITO

## ABOUT ME

I have a deep passion for technology that has shaped my journey, leading me to study informatics in high school and later pursue design at university. I'm inspired by how their combination has driven some of the world's most impactful innovations.

I strongly believe that determination is key to both professional and personal growth something I learned early on through martial arts, where facing challenges, victories, and setbacks has reinforced my resilience and dedication.

I also value teamwork and problem solving, skills I've developed through my studies in product design and my experience as a youth mentor. Guiding teenagers has taught me that with active listening, empathy, and authentic communication, even the toughest challenges can be overcome.

The experiences I've gained have instilled in me strong values that I strive to bring into my work creating real impact and meaningful innovation for people and the market.

## EDUCATION

**Poli.Design** (Politecnico di Milano)  
Strategic Design | 2024-2026

**ITCS Erasmo da Rotterdam**  
Informatics | 2016-2021

**Istituto Europeo di Design**  
Product Design | 2021-2024

**Roy High School**  
Exchange year | 2019-2020

## EXPERIENCE

### ● BIZAWAY - JUNIOR PRODUCT MANAGER

Set 2025 - Ongoing

Collaborated on product discovery and prioritization across four verticals (trains, stays, flights, cars) in a B2B travel tech scale-up, contributing to user research and market analysis

Worked closely with design and engineering teams in a fast-paced agile environment to define and iterate on product solutions

Contributed to measurable improvements in key checkout flows, supporting a 80%+ reduction in failed bookings per quarter

## PROJECTS

### ● HOOLIZE - IED MILANO

A.A 2023-2024

Development of a startup aimed at bringing home gyms to enthusiasts through a rental service.

**Service Design:** Development of the rental service after analyzing competitors and the market

**UX/UI Design:** Application interface design and flow for an optimal user experience while using our platform

**Startup:** Market and competitor analysis and development of brand identity and positioning

### ● CRYO - IED MILANO

A.A 2023-2024

Creation of a startup aimed at innovating the preservation of fresh food by creating a new preservation method.

**Service Design:** Development of the nitrogen cylinder refill service and creation of a relationship with the user through gifts and discounts to foster loyalty

**UX/UI Design:** App interface design and flow for an interconnected application between product and user

**Startup:** Market and competitor analysis and development of brand identity, communication, and prototyping for the project



## INFO

18/03/2002

Milano

## CONTACTS

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Behance

https://www.behance.net/simonesantonocito

## LANGUAGES

ITALIAN - Native speaker

ENGLISH - C1

## SKILLS

### Product

Product discovery, problem framing, stakeholder alignment, data driven prioritization, go to market execution.

### Research

Interviews, testing, user journey, competitor analysis, positioning

### AI - Data

Photoshop, Illustrator, Rhinoceros, V-ray, Blender, Figma

## VOLUNTEERING/HOBBIES

### Educator

Activities conducted weekly in the parish

### Graphic Designer

Development of posts, flyers, and graphics for parish events.

### Qwan Ki Do

Chinese Vietnamese martial art that I have been practicing since 2007.



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