Ronald V. Fersula

Product Owner | Digital Product Manager



Varese, Italy | EU Citizen | Available immediately

Ticino, Milan and remote EU roles

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Portfolio ronaldfersula.netlify.app/work/

LinkedIn linkedin.com/in/ronald-fersula-a36434108/

Product Owner and digital product leader with 9+ years across e-commerce, SaaS, marketplaces and B2B products. Combine user research and UX expertise with hands-on ownership of requirements, priorities, budgets, stakeholders and delivery. Experienced coordinating cross-functional teams and shipping digital products.

Experience

Product Design Lead | Product Owner responsibilities

Orange IT Services SA / Byte-Code | Chiasso, Switzerland

May 2021 - September 2026

- **PittaRosso product ownership:** managed roadmap priorities, backlog, requirements, budgets and delivery planning for a multi-year omnichannel programme, balancing user needs, commercial goals and technical constraints.
- **Cross-functional coordination:** organised tickets, tasks and weekly reviews across work involving 3 developers, 2 designers and 3 marketing teams. Tracked blockers, aligned stakeholders and presented progress and trade-offs.
- **Discovery and validation:** led interviews, usability testing, journey mapping and behavioural analysis. Worked with logistics teams to improve stock-transfer and in-store pickup workflows.
- **Digital products and AI:** led discovery and design across 10+ initiatives, including Xaba xCognition and PLCfy, a component-selection proof of concept using ABB components; worked with engineers through implementation.
- **Business results:** used Google Analytics, Clarity and A/B testing to guide decisions. The wider PittaRosso programme reported +124% transactions and +200% conversion-rate growth, across multiple initiatives.

Founder | Product & Creative Delivery Lead

Cloud Wander Studios | Independent venture

2023 - Present | Part-time alongside employed roles

- Define product roadmaps, priorities, budgets and marketing plans across original games, digital experiences, illustrated stories and audio projects.
- Coordinate **30+ external collaborators** across projects, including artists, designers and voice actors; run auditions and interviews, assign work, review output and manage deadlines and dependencies.
- Organise weekly check-ins and production boards with **Trello, Asana and Discord**. Direct creative and UX decisions, and build and ship the studio website and browser experiences using VS Code, Claude Code, Codex and Cursor.

Senior UX Designer & Web Operations

Feries SRL | Milan, Italy
July 2019 - May 2021

- Designed **CaseVacanza.it and Agriturismo.it** marketplace journeys for travellers, property owners and agencies; used host usability testing to redesign back-office workflows, reusable components and implementation standards.

UX/UI Designer for B2B Platforms

Editrice Industriale | Milan, Italy
June 2018 - July 2019

- Led the **NiiProgetti** redesign using interviews, heatmaps and analytics; reported post-launch results included +80% organic traffic and +48% conversion rate. Designed reusable B2B back-office UI patterns.

UX & Web Designer

PUSH. Creative Agency | Orlando, Florida
March 2016 - May 2018

Progressed from Junior Interactive Designer.

- Designed responsive websites and mobile experiences for B2B and B2C clients, creating user flows and prototypes and supporting implementation with HTML, CSS and JavaScript.

Skills & tools

Product ownership: discovery, requirements, roadmap and backlog prioritisation, task breakdown, delivery planning, scope and budget trade-offs, stakeholder presentations, ticket coordination and Agile / Lean UX.

Research & outcomes: customer interviews, field research, usability testing, journey mapping, funnel analysis, Google Analytics, Microsoft Clarity, Hotjar and A/B tests.

Execution: Trello, Asana, Discord, Figma, Miro, Adobe Creative Cloud, VS Code, Claude Code, Codex, Cursor, HTML/CSS/JavaScript and AI-assisted prototyping.

Design & accessibility: information architecture, interaction design, design systems, responsive/native mobile, WCAG 2.1 AA and EN 301 549.

Education

A.S. in Graphic & Interactive Design | Valencia College | 2014 - 2017

Certificate in Graphic & Web Design | Full Sail University | 2012

Languages: English, Italian, Spanish

Selected work

PittaRosso omnichannel Case study

CaseVacanza / Agriturismo Case study

Cloud Wander Studios Website & products