

# Oscar Logoteta

Product lead  
UX lead  
Author



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Milan, 13 April 1983

English C1  
Italian L1

## About me

### I am...

I am versatile and passionate about marketing, AI, design, and digital innovation. I love creating meaningful experiences by combining strategy and technology.

### I'm most proud of...

Being a father to two fantastic children. Also, recently completing my degree in Communication Sciences after a more technical career path. I've also written several novels, primarily detective stories – look for "Il commissario Negri" published by Fratelli Frilli.

### I'm proficient in...

Mixpanel, Looker, Miro, Asana, Jira, Customer.io, ChatGPT, Claude, Figma, HTML, CSS.

### I also have experience in...

Git, FlutterFlow, Storybook, SQL, Javascript

### Not my cup of tea

Focusing solely on analysis and being distant from delivery, developers, and designers. I love getting hands-on involvement.

## Education

### Bachelor's Degree in Communication Sciences and Digital Media

2024, Università degli Studi Marconi, Rome

### the Project Management Lab®

2018, Agile Scrum, Kanban and Waterfall certification, Milan

### CSS IWA Educational course

2010, 3WC school, Milan

### Web Graphics Technician

2003 - 2005, Galdus, Milan

### Perito Informatico

2002, ITIS E. Mattei, San Donato Milanese

## References

### Riccardo Galimberti

Director of Engineering Operations  
Docebo  
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### Franco Bernazzoli

CIO  
former Pearson  
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### Giacomo Grimoldi

Digital Learning Strategist  
former Pearson  
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## Work experience

### 2022 - Present: Docsity

- **Business Analysis and SEO:** conducted in-depth digital market analysis, implementing effective **SEO strategies** and managing positioning campaigns using specialized tools like **Semrush**. Developed and optimized web content to maximize online visibility.
- **Project management and technological innovation:** managed **complex technological implementation** projects, including **AI solutions** integration into the platform. Coordinated cross-functional teams to achieve strategic goals within established timelines and budgets
- **Data analysis and funnel optimization:** used advanced analytics tools to analyze user behavior and optimize conversion funnels, achieving significant performance improvements (**+15% conversion rate**). Defined KPIs and implemented data-driven strategies for continuous improvement

roadmap

budget management

team leadership

### 2019 - 2022: Docebo

A fundamental experience that showed me what it means to work for a major tech company. Initially served as **Product Owner**, then **promoted to Product Manager**. Managed the implementation of new features and oversaw the integration between Docebo's ecommerce platform and AWS paid courses.

### 2014 - 2019: Pearson

Professional experience that allowed me to experiment with initial **managerial** and **coordination roles**. Started as a frontend developer, progressed to **UI/UX lead**, and finally **became Scrum Master**.

### 2004 - 2014: RCS and Seat Pagine Gialle

Developed technical expertise in frontend development, **HTML**, **CSS**, and **Javascript**. Also gained knowledge in **PHP** and **MySQL**.