

Alessandro Sposato



HEAD OF PRODUCT DESIGN UX CRAFT, STRATEGY & LEADERSHIP

Design Director with 15 years at the intersection of complex B2B platforms, energy data, and AI.

I build UX-first processes and teams that last beyond direct involvement.

My work connects craft to strategy, design practice started before screens for me, and that shapes everything since.

SELECTED ACHIEVEMENTS

Led a full legacy-to-modern platform migration at BuildingMinds, delivering 80% reduced onboarding, 60% faster data retrieval, and 40% fewer clicks. The platform handles energy consumption and sustainability data for large real estate portfolios. Validated across 57 user interviews and 23 rounds of user research and usability testing. iF Award 2026.

Defined AI interaction patterns before industry playbooks existed, leading one of the first proptech platforms to ship AI chat and MCP integrations. Established the interface behaviours and trust signals that made AI features legible for non-technical enterprise users.

Built and scaled UX-first processes from scratch at BuildingMinds, research rituals, critique culture, design system architecture, and engagement models with product and engineering. Introduced structured mentoring and role clarity across a team that peaked at 8 during a period of simultaneous maternity cover and full platform redesign.

Originated three practice frameworks at SAP AppHaus, Spectrum, Mosaic, and Flex Team Workshop, that scaled to 30+ teams and 200+ practitioners globally, still running without direct involvement.

Represented design at executive level, translating user research into product strategy and challenging decisions that lacked user grounding. The Proxima redesign was publicly credited by the CEO as setting the presentation standard for the company.

CORE LEADERSHIP DOMAINS

PRODUCT DESIGN LEADERSHIP

DESIGN STRATEGY

CULTURE & GROWTH

INNOVATION ENABLEMENT

ORGANIZATIONAL DESIGN

AI IN DESIGN PRACTICE



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CAREER INSIGHTS

2022 - Present, Berlin

Head of Product Design
BuildingMinds

Led the full redesign of Proxima — the core platform for energy consumption monitoring, sustainability reporting, and portfolio analytics — delivering 80% reduced onboarding, 60% faster data retrieval, 40% fewer clicks. iF Award 2026.

Defined AI interaction patterns for conversational AI and MCP integrations, as one of the first proptech platforms to ship these features. Built a design team and culture that outlasted two company restructurings.

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2013–2022, Berlin

Strategic Designer, Team Lead
SAP AppHaus

Originated Spectrum, Mosaic, and Flex Team Workshop, three practice frameworks that scaled to 30+ teams and 200+ practitioners globally, still running without direct involvement.

Led award-winning projects for enterprise clients including energy sector work for Severstal and Siemens. NCT Heidelberg patient data analytics (Red Dot, iF, German Design Award, White House Design Award). Facilitated strategic design programmes at director and C-suite level across Europe.

2007 – 2012

Senior Art Director
ZodiakActive Srl / JolieAdv Srl Milan

Directed creative campaigns for international brands (Barilla, Sky TV, Jack Daniel's, Radio DeeJay). Mentored junior designers and managed full-cycle production, from concept to delivery.

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2009 – 2022

Co-Founder & Board Member
Officina Tipografica Novepunti Milan

Founded a non-profit association for typographic heritage and design culture. Curated and organized the international Letterpress Workers conference (since 2012).

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2007– 2014

Politecnico di Milano Milan
Accademia di Brera Milan
HTW Berlin Berlin

Assistant Professor & Visiting Lecturer. Taught design, visual communication, and innovation methodology. Developed programs combining design thinking and strategic creativity for students and professionals.

DEVELOPMENT

2023 Stanford University

Managing Remote & Hybrid Teams

2018 SAP

Leadership Program, Prepare to Lead

2003 Bauhaus Universität Weimar

Erasmus year

2007 Politecnico di Milano

M.Sc. Communication Design

LANGUAGES

Italian Native**English** Business fluent**German** Business fluent**Spanish** Conversational