

Giuseppe Casuccio

DIGITAL MANAGER



Education

2011 - 2012 • Barcelona, Spain

Master in Retail Design & Branding

Elisava - Escola Superior de Disseny

2006 - 2010 • Caserta, Italy

Bachelor Degree in Industrial Design

Seconda Università degli Studi di Napoli

Languages

Italian: Native

English: Proficient

Spanish: Proficient

Tools & Skillset

UI/UX Design



Web Platforms and Languages



Productivity



Web Analytics



Contact

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Web

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Instagram: @mindthegip

About me

My name is Giuseppe Casuccio, but everyone knows me as "gip".

I'm an Italian Digital Design Manager, who graduated in Barcelona with a Master in Retail Spaces and Branding.

Over the last 10 years I focused on eCom and Digital Projects, gaining considerable experience in several eCom platforms and Customer Experience.

I'm curious by nature, commitment is my keyword.

Working Experience

Jun 2023 - Present • Lugano, Switzerland

LUXURY FASHION

DSQUARED2 • Director eCom Tech & Customer Experience

Managing the Worldwide eCommerce Platform maintenance and evolution, Customer Experience Optimization, eCommerce Operations and Digital Projects.

May 2019 - May 2023 • Stabio, Switzerland

FASHION & LIFESTYLE

Vans • Senior User Experience Manager

Responsible for four main pillars: eCommerce Platform maintenance and evolution, Conversion Rate Optimization Program, eCommerce Operations and Web Analytics.

Oct 2018 - May 2019 • Lugano, Switzerland

LUXURY FASHION

Philipp Plein Group • Omnichannel System Development Supervisor

Implementing the Digital Strategy across the Global Company's departments such as eCommerce, Customer Care, Retail, Digital Marketing, PIM.

Product Owner of SFCC eCom platform for 5 D2C Brands + B2B.

Ux Design Lead of Philipp Plein Group's Omnichannel Digital Projects.

May 2016 - Oct 2018 • Lugano, Switzerland

LUXURY FASHION

Philipp Plein Group • Sr Digital Designer & eCommerce Project Manager

Design and Dev Lead of eCommerce and Digital Projects.

Managing eCommerce platform evolutionary activities and bug fixing.

Main Challenges: migration from Magento to Salesforce Commerce Cloud for 5 WW Sites and B2B Site. Customer Care Digitalisation, implementing Support Desk tool improving team workflows and performances.

Jan 2015 - May 2016 • Lugano, Switzerland

LUXURY FASHION

Philipp Plein Group • Web Designer and Web Developer

Product Owner of Magento eCommerce platform for 3 D2C Brands + B2B

UX Design/Dev of Landing Page and Online/Digital Projects.

Design and Development of D.E.M. Campaigns.

Apr 2011 - Dec 2012 • Barcelona, Spain

FASHION & LIFESTYLE

Fashion Pills Clothes • Digital designer and Web developer

UX Design/Dev of Landing Page and D.E.M. Campaigns.

Management of Magento Platform and Wordpress blog

Mar 2006 - Dec 2014 • Italy/Spain/Switzerland

VARIOUS INDUSTRIES

Mind the gip • Digital designer Freelance

I worked for several Companies, Agencies and Startups across Europe as Freelance Creative Director, UI/UX, Branding and more.