Giulia Sermoneta

Product Strategist

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Professional profile

Product Strategist with experience in digital since 2007, progressing from visual design to shaping digital product direction. I connect people's needs, business goals and evidence to identify opportunities worth investing in and set priorities.

My UX background helps me understand the experience across touchpoints and bring that perspective into product decisions. I build alignment across disciplines and functions, making alternatives, constraints and trade-offs explicit in complex, regulated B2C environments.

Core competencies

Product strategy. Vision, portfolio and roadmaps, business cases, B2C strategy, go-to-market, RICE prioritisation, KPIs and trade-off analysis.

Discovery and customer experience. Problem framing, user research, customer journey mapping, behavioural analysis, usability testing and A/B testing.

Leadership. Stakeholder management, facilitation, people development, coaching, capacity management and UX governance.

Professional experience

UX & Product Manager | Eurobet Italia, Entain Group

January 2024 | Present

Product responsibility across Player Experience: onboarding, authentication, account management and promotional experiences. UX governance across business areas, connecting research, customer experience and product strategy.

I define product direction and priorities by connecting business goals, customer journey friction and evidence. I distinguish immediate improvements from structural changes, considering available capacity, regulatory constraints and technology dependencies.

I guide decisions spanning multiple products and touchpoints, comparing alternatives and building alignment across Product, UX, Technology and business functions.

I develop Product Owners' autonomy and UX capabilities through coaching, clear responsibilities and development paths. I shape ways of working that bring research and design into decisions earlier.

Selected contributions

MFA and Passkeys. I led the strategy for introducing Passkeys into the critical login journey, balancing experience, security and regulatory constraints. I defined a phased rollout with Go/No-Go thresholds. On Casino iOS, team-observed metrics of approximately 91% Passkey creation completion and 99% successful logins supported expansion from 20% to 100%.

Hybrid App. I shaped navigation decisions around customer needs and journeys, connecting native and web experiences. I helped structure two alternatives for validation, making trade-offs, responsibilities and dependencies across the involved areas explicit.

UX Operating Model. I drove the evolution of the UX operating model, introducing distinct intake, triage and discovery stages before work allocation. I formalised roles and assessment criteria to make priorities, demand and available capacity visible and involve UX capabilities in problem definition.

Previous experience

Marketing Product Manager & Product Owner | Eurobet Italia

January 2022 | December 2023

Defined product needs and business cases for onboarding, login, accounts and promotions through workshops and collaboration across functions.

Led the SPID registration initiative from business case through coordination with development teams and external vendors. From January 2023, served as Product Owner in two Scrum teams based in Italy and India on initiatives for eurobet.it and ladbrokes.be.

UI/UX Team Leader | Eurobet Italia

January 2017 | December 2022

Led the UX/UI team across eurobet.it and ladbrokes.be web and mobile experiences. Established a shared UI Kit and redesigned key components to support experience consistency and collaboration between design and development.

Online Graphic Team Leader | Eurobet Italia

January 2016 | December 2017

Online Graphic Designer | Eurobet Italia

July 2012 | December 2015

Web Designer | Mondo a Colori Media Network

May 2007 | June 2012

Early career in digital design, with growing responsibility for visual identity, web and mobile interfaces, front-end development and team coordination.

Product × AI Lab

Giornataccia | Live | 2026 | giornataccia.it

An ironic oracle developed with AI support. I defined the value proposition, identity and initial scope, choosing a local engine to focus the first version on a coherent experience.

Value proposition · MVP scoping · Trade-offs · Experimentation with AI

Capsule | Concept | 2026

A service for preserving the voices and memories of loved ones. I differentiated segment needs, articulated the value proposition and monetisation hypotheses, and defined a validation plan covering actual use, AI selection quality and willingness to pay, with Go/No-Go criteria.

Customer segmentation · Business model · Validation strategy · AI product thinking

Kidó | Concept with prototype | 2026

Support for parents of children aged 0–6 in choosing games and activities. I defined the problem, value proposition and initial scope, exploring AI personalisation based on age, time, energy and available materials.

Problem framing · Personalisation · MVP scope · Conversational AI

Education and certifications

Professional Scrum Product Owner I Scrum.org | February 2023

Master in User Experience for Service Design Sapienza University of Rome | 2015

Degree in Architecture Specialisation in Graphic and Multimedia Design | Sapienza University of Rome | 2007 | 110/110

Tools and languages

Adobe Analytics, FullStory, Adobe Experience Manager, Figma, FigJam, Maze, Mural, Jira and Confluence. Agile and Scrum methodologies. Generative AI for Product and UX.

Italian native | English B2