

CESARE D'ADAMO

Head of Product & AI Strategy | Serial Founder | Antler Alumni

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EXPERIENCE

Product and UX Consultant (few mentions), CDesign/Launch24

01/2015 – Present
Berlin, remote

Serial Founder & Product Architect | Multiple Ventures (aicasadesign.com 🌐, uisdom.design 🌐, jobalert.world 🌐, etc.):

- **Bootstrapped 20+ products** (Web & iOS) from ideation to exit/scale, including **aicasadesign.com** 🌐, achieving **6-figure ARR** as a solo founder handling the full stack (TypeScript, Node.js) and UX.
- **Growth & GTM:** Scaled performance marketing across Meta and Google Ads; optimized **SEO strategies** driving 10k+ weekly organic sessions.
- **AI Integration:** Built proprietary pipelines using **LLMs (Claude, OpenAI)** to automate content generation, lead scoring (**LeadAlert.world** 🌐), and user personalization.

Product Strategy Lead | LAUNCH24

- **Rapid Prototyping:** Spearheaded "24-Hour MVP" sprints, architecting full-stack solutions (Frontend, Backend, DB) to validate opportunity backlogs with real market data.
- **AI Transformation:** Consulted legacy firms on **Digital Transformation**, embedding predictive analytics and generative AI to optimize conversion funnels and unlock new revenue streams.
- **Growth Loops:** Designed and executed A/B testing frameworks and **Product-Led Growth (PLG)** motions to transition products from "zero to traction."
- **Creative Engineering:** Pioneered "Vibe Coding" workflows, utilizing AI-assisted development (Cursor, LLM frameworks) to accelerate shipping velocity by 10x.

Antler Founder Residency | Berlin | Winter 2025, Antler 🌐

08/2025
Berlin

Selected into a global cohort (<3% acceptance rate) from 50,000+ applicants.

Developed and validated Ai as SaaS focusing on real estate content, leveraging proprietary LLM frameworks for content creation and Video production.

Head of Product & UX (Europe - Australia - New Zeland),

12/2022 – 2025
Berlin,
Germany/remote

CHL - Camplify Holdings Limited PaulCamper - Camplify - MyWay

- **Rapid GMV Growth & Expansion:** Orchestrated a remarkable doubling of GMV and operational countries since last year, driving substantial business growth (+155%)
- **Product Innovation & Migration:** Spearheaded the successful development and launch of multiple new products while playing a key role in seamless migration efforts: MyWay (insuratech), Camplify, etc.. leveraging 7+ years working alongside with Allianz group.

Product and UX Consultant (few mentions), CDesign

01/2015 – Present
Berlin, remote

- **MOVINGA (B2b2C):** Provided consulting and support to the design team, contributing to its expansion from a small team to a robust multi-member unit.
- **EMIL (B2b2C):** Played a pivotal role in shaping the company's design function from both business and growth perspectives.

- **KENJO (SaaS):** Led critical hiring decisions, interviewing and recruiting the Head of Product and Product Designer. Successfully crafted a roadmap and pitch for the Serie A funding round, resulting in a successful and closed funding process.

Head of Product & UX - EXIT (CHL), PaulCamper

05/2019 – 12/2022
Berlin, Germany

- **Growth & Funding:** Drove 100% YoY growth despite pandemic, securing Series A & Bridge funding for Europe's largest 'nights booked' & GMV company.
- **Team Leadership & Scaling:** Built, mentored, and scaled fully remote Product, Design, and Tech team while implementing Cross-Functional Teams (6+).
- **User-Centric Product Development:** Introduced UX insights, cutting deployment time by 70%. Leveraged User Discovery Map for data-driven decisions.
- **Efficiency & Brand Improvement:** Developed scalable design guide, boosting efficiency by 50%. Created prioritization tool based on User value and RISE model
- **User Lifecycle Optimization:** Managed Activation, Acquisition, and Mobile teams, optimizing User lifecycle through AhA & HABIT moments.

Head of Product & UX | Prev. Product Design Lead, homify Homify

06/2017 – 05/2019
Berlin, Germany

- **Strategic Roadmaps & Global Expansion:** Collaborated with the CEO and cross-functional teams to plan and execute successful B2C, B2B, and i8n roadmaps, resulting in the **successful expansion of the product into 20 additional countries.**
- **User-Centric Approach & UX Department:** Pioneered a user-centric approach to product development by establishing a dedicated UX department, hiring Designers, UX researchers, and implementing various methods to gather invaluable user insights.

Senior UX/UI Designer, FB Messenger

04/2016 – 06/2017
Remote

- **Innovative Chatbot Interface:** Developed the UI interface and UX for the chatbot technology, seamlessly integrated with Facebook Messenger, using Origami tool and Sketch.
- **Collaborative Product Enhancement:** Collaborated with Product designers and Developers on existing products, including chat and style guide, widely used by millions of users daily, to continuously enhance the user experience and interface design.

UX/UI Designer, 13P - Innovative 132 Companies Incubator

04/2012 – 03/2016
Turin, Italy

- **Strategic Branding & UX Consultation:** Provided expert brand and UX consultation services to both new and existing startups, helping them create and elevate their digital products and business models post-seed rounds.
- **Scalable Style Guides & Talent Recruitment:** Implemented scalable style guides to ensure brand consistency and efficiency. Assisted in recruiting talented Designers to support startup growth and development.

CEO & Founder | EXIT, LETOR Letor

09/2013 – 10/2015
Milan/Turin, Italy

- **Strategic Growth & Scaling:** Successfully built and scaled an e-commerce startup from its inception with just 2 founders to achieving a successful EXIT.
- **Innovative Product Development & Market Research:** Spearheaded the release of a patented product and established production lines, while conducting extensive user research to achieve a strong product-market fit from scratch.

EDUCATION

IT Engineering - Computer Science, Polytechnic of Turin

09/2009 – 03/2012
Turin, Italy

- Computer Engineering Course discipline of Engineering and Management at the 'Politecnico di Torino'