Giancarlo Foschini
UX/UI & CRO Designer
/ Shopify Ecommerce Specialist

Good On Digital /
UX/UI Design & Conversion Rate Optimization (CRO)
// 2024 - Present

U.S. E-commerce agency. Led UX and CRO for a portfolio of DTC brands with **$1M+ in annual revenue**: CRO audits, testing and ongoing optimization, plus end-to-end Shopify store launches (wireframes, Figma UI, theme build).

- Ran landing page split tests with a **33% win rate**; winners drove **up to +300% revenue per visitor** and **3x conversion rate** vs. the homepage.
- Personalized cart, PDP and bundle cross-sells featured in **up to 21% of orders**, driving **up to 10% of revenue** and **+11% AOV**.
- **Doubled holiday revenue (+117% YoY)** and lifted peak-season **conversion rate +70%** on client stores.
- A/B tested emails and pop-ups; Klaviyo campaigns drove **$146K+ in revenue**.

CRO, A/B & Split Testing, Landing Page Optimization, Cross-sell & Upsell, AOV Optimization, Heatmap Analysis, Klaviyo, Rebuy.

Craft Brewers Festival /
UX/UI Designer & Product Designer // 2016 - 2024

Craft beer festival with 50+ breweries and a digital platform for ticketing and user management.

- Grew online ticket sales **from 300 to 8,000 (+2,500%)** by redesigning purchase and checkout flows.
- Owned the digital product end to end: **UX research, UI design and data-driven iteration**.
- Analyzed **user behavior and retention** to find friction points and prioritize the roadmap.

Product Design, Checkout Optimization, Funnel Analysis, User Research, Information Architecture, Growth Design.

Tomahawk Brewery /
UX/UI Designer and Ecommerce Specialist // 2020 - 2022

Award-winning craft brewery. Launched a **direct-to-consumer ecommerce** channel during the pandemic.

- Designed and launched a **B2C ecommerce store** with conversion-focused purchase flows.
- Acquired **3,000+ new customers** through a frictionless shopping experience.
- Ran **usability testing** and continuous optimization to grow the customer base.

Ecommerce, DTC, Usability Testing, Purchase Flow Design, Conversion Rate Optimization.

Profile
UX/UI & CRO designer for Shopify ecommerce. 8+ years using research, analytics and A/B testing to lift conversion, AOV and revenue for DTC brands across diverse markets and product categories.

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CRO & UX
A/B & Split Testing, CRO Audits, Heuristic Evaluation, Funnel Analysis, Heatmaps & Session Recordings, Usability Testing, Wireframing, Checkout & AOV Optimization.

Tools
Figma, Shopify, GA4, Klaviyo, Rebuy, Hotjar, Clarity, Framer, HTML/CSS.

Methodologies
Hypothesis-Driven Design, Lean UX, Design Thinking, Design Sprint, Agile.

Languages
Spanish (Native), English (Native), Italian (A1)

Education
Elisava: School of Design and Engineering /
Postgraduate in UX Design and Web Project Management
Universidad de los Andes /
Product Design / Human Centred Design
Colegio Gran Bretaña /
International Baccalaureate (IB) · IGCSE