

Alex Dapunt

Design and product leader focused on building products and perspectives that solve real life problems, while emphasizing performance, clarity, and measurable impact.

Commercial Bank of Dubai

Head of Experience

Berlin Area, Germany

Oct 2025–Present

Mandated to build and lead the experience practice for CBD's new digital bank for micro businesses in the UAE, owning the end-to-end journey from acquisition to long-term retention. Directly responsible for Product Design, Research, Content Design, CX, Design Ops, and Branding, creating a cohesive, multi-disciplinary team focused on delivering a best-in-class SME banking experience.

Defined the vision for the full customer lifecycle and established the structures, rituals, and processes needed to execute it at pace without compromising quality. Introduced clear quality standards, review frameworks, and coaching practices to help teams optimise for impact over pure delivery. Partnered with business, product, and technology stakeholders to tie design outcomes to performance and usage metrics as well as delivery timelines, ensuring experience decisions are grounded in measurable results.

Moonfare

VP Design and Brand

Berlin Area, Germany

Mar 2021–Oct 2025

Established the teams responsible for Brand and Experience Design as well as an in-house Research team together with an in-house video production unit. Scaled the team from 1 to 18 team members and hired a core team of Managers to lead the different functions and Product Groups. Implemented processes to conduct recurring research with UHNWI to collect insights that inform the product, marketing and business strategy. Responsible for the Moonfare Rebrand and Product Vision.

Bain & Company

Staff Product Designer

Berlin Area, Germany

Feb 2020– Mar 2021

Oversaw and contribute to multiple work streams and client cases. Defined problems and influenced product strategy to establish clarity towards design solutions. Took the role of Interim Head of Design for a Swiss Neo-bank. Participated, influenced and contributed to business development to acquire new projects and clients.

SumUp

Global Head of Design

Berlin Area, Germany

Oct 2016 – Feb 2020

Scaled SumUp's product design, brand design and research teams in 6 different locations from 3 designers to 40+. Developing the overall product and brand strategy while setting the design direction. Collaborating with marketing, product managers, engineers, external partners, and senior management to drive product innovation and define the way hundreds of thousands of small businesses around the world accept payments and run their business.

SumUp

Senior Product Designer

Berlin Area, Germany

Jun 2016 – Oct 2016

Responsible for designing the SumUp mobile apps and Web application as well as developing the SumUp branding. Successfully launched the redesign of the SumUp dashboard.

Sixt

Design Lead

Berlin Area, Germany

Jul 2015 – Jun 2016

Build and led a small multidisciplinary design team through product strategy, conception, branding, experience design, interaction design, visual design, motion design, prototyping and design research. Collaborate closely with Marketing and Product Managers. Deliver a new concept for uniting customers and cars dealers from all over Germany thanks to the learnings from the testing sessions with the users.

UX/UI Designer

Munich, Germany

Nov 2013 – Jul 2015

Designing experiences for the core business and sub-companies of Sixt rent a car. Improving the booking funnel and redesigning the main experience of the Sixt rent a car Website. Collaborating with analysts to improve conversion and set up tests in both design and code.

Education

HGG Gutenberg

Multimedia Design Diploma

Bolzano, Italy

2008-2012

Multimedia Design, Design and Visual Communication with additional courses in Web Development, Photography, TV Production, and Motion Design.

Accomplishments

Skills

Organisational Leadership
Management
User Experience Design
User Research
Brand Development
Visual Design
Agile Methodologies
Project Management

Communication Design
Production
Recruiting
Budget Planning
Product Strategy
Frontend Technologies
Graphic and Motion Tools
Office Tools

Languages

Italian
Native or bilingual proficiency

German
Native or bilingual proficiency

English
Professional working proficiency

Contact

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