MATTIA DE LUCA

Senior Technical Product Manager — B2B SaaS · Payments · Platform

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PROFESSIONAL SUMMARY

Product Manager who prototypes in code, designs the UX, and ships. 14 years across design (4 yrs), full-stack development (4 yrs), and product management (5+ yrs). Specialized in B2B SaaS, payments infrastructure, and platform products at startup and enterprise scale. Stabilized a failing payment system to 99%+ uptime across 5 countries. Redesigned a core integration flow, cutting setup time by 35% and driving measurable revenue growth. EU-based (CET), remote-native — shipped products with distributed teams across 5 countries and multiple time zones.

WORK EXPERIENCE

Product Manager — QubicaAMF Worldwide

Bologna, Italy (Remote) | Aug 2023 – Present

Payment systems, platform integrations, and cashless solutions for 600-employee international company. Team of 10+ (backend, QA, analysts). Products serve entertainment centers across 5 countries.

- Stabilized payment processing from critical state to **99%+ uptime and success rate**, serving businesses handling real money daily across 5 countries.
- Introduced weekly cross-functional reviews (Product, Engineering, QA, Support). Post-release incidents **dropped 25%**.
- Triaged 44 open payment issues down to 4 critical ones. Those 4 resolved in **6 weeks**. The other 40 were deliberate 'not now' decisions.
- **116 centers** actively integrated on platform. **5 new centers** going live per week.
- Shipped cashless product from zero to live pilot in **5 months** — 5 customers, 150+ top-ups in 14 days, 64% volume from web.
- Managed payment provider relationships and PCI compliance across Square, Stripe, First Data, and FreedomPay for 230+ centers.

Product Owner — ActiveProspect / LeadsBridge

Austin, TX (Remote from Italy) | Jan 2020 – Jun 2023

B2B SaaS integration platform connecting advertising platforms (Meta, Google, LinkedIn, TikTok) with CRMs and marketing automation tools. 380+ connectors. Solo PM in 10-person acquired startup.

- Redesigned the core bridge mapping flow — the #1 user journey. Cut average setup time by **~35%**, driving measurable increase in bridges created per user and monthly revenue.
- Said no to a feature requested by **60% of users**. Discovery showed they'd already solved the problem differently. Saved 2 sprint cycles with a 30-minute discovery call.
- Implemented Agile practices as a decision-making framework. Shifted how the team prioritized, scoped, and said no.
- Managed direct partnerships with **Meta, Google, TikTok, and LinkedIn**. Navigated external API changes, partner requirements, and certification processes.

Designer & Developer — FLOWING

Bologna, Italy | Jan 2016 – Jan 2020

UX Designer → Full-stack Developer. B2B and B2C products for clients including Prometeia (financial analytics), Casavo (proptech), CliensPiù (legal SaaS), Calciomercato.com.

- Designed and built **CliensPiù** — legal practice management software used 8+ hours/day. Optimized micro-interactions and layout consistency for high-frequency workflows. Still in production.
- End-to-end product delivery for **Casavo** (early-stage proptech): UX design, frontend development, project management from design to deployment.
- Evolved from static mockups to full-stack implementation. After 4 years of designing and coding the same products, the boundary between the two disciplines disappeared.

Freelance Web Designer & Developer — Selfrules

Modena, Italy | Mar 2012 – Dec 2018

Independent web design and development practice. 20+ clients across websites, e-commerce, graphics, and print. Everything handled solo: sales, design, development, delivery, support.

- Built and delivered **20+ projects** across industries. 5 projects still active at time of closure.
- Learned the hard way: first e-commerce had award-worthy UX and zero sales — the customer couldn't find checkout. **€8K in refunds** shaped a user-first approach.

SIDE PROJECTS

CasaHunter — AI-powered apartment hunting tool (2025–present)

- Built end-to-end: 8 scrapers, three-pass scoring system (deterministic filtering → AI scoring → adaptive learning), React dashboard, Telegram bot. 880+ listings analyzed, zero manual search.
- Designed SaaS prototype in Figma. Decided not to launch — market too small for maintenance cost. The decision NOT to build was the real product skill.

SKILLS

Product: Product Strategy & Roadmapping, Product Discovery, User Research, A/B Testing, Data-Driven Decision Making, Agile/Scrum, Stakeholder Management, Go-to-Market Strategy

Domain: B2B SaaS, Payment Systems, Platform & API Integration, PCI Compliance, Multi-country Operations

Technical: React, TypeScript, Node.js, PostgreSQL, REST APIs, Python, Git, SQL, Figma, AI/LLM Integration

Remote: Distributed Teams (5 countries), Async-first Workflows, Cross-timezone Collaboration, Documentation-heavy Culture

Languages: Italian (native), English (professional — C1)

EDUCATION

Diploma di Perito Informatico — ITIS (Istituto Tecnico Industriale Statale)

CERTIFICATIONS

Product Leader™ — The Product Compass | Mar 2024
Product Marketing Manager™ — The Product Compass | Mar 2024