Gregorio Muraca

Product Manager | AI Products | Product Strategy & Go-to-Market

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Profile

I take AI products from a customer problem to a release. I start from what users and buyers say, define the product, and build it with AI coding agents: I set the requirements and the architecture, review the code and answer for the result. Finalist at the Super9s Buildathon 2026 with PitchKit AI; at Spotify Ads I designed the AI-assisted workflow that produced new creatives for 565 dormant accounts. Foundation in industrial and strategic product design, with 10+ years of project-based work across product, brand, digital and customer-facing roles.

Core Capabilities

Customer Research • Product Definition • AI Agent Workflows • Prototype to Release • Positioning & Go-to-Market • Measurement

Selected Impact

- **PitchKit AI:** Defined and built a human-in-the-loop AI workflow product; finalist at the Super9s Buildathon, Waterloo, May 2026.
- **Spotify Ads:** Designed an AI-assisted creative production workflow for audio, video and display ads covering 565 dormant accounts; reached 90 independently while training new hires.
- **MarkEdit for Windows:** Directed AI coding agents to ship an open-source Rust and Tauri Markdown editor through its v0.4.0 release, with tests. I owned the architecture and the product direction.
- **APEX / Commercial Door Toronto:** Company valuation grew from about $100K to $12M over three years. I led brand, digital marketing, Google Ads, communications and market analysis for this ongoing Blauw Studio client.

Selected Products & Builds

PitchKit AI | *Finalist, Super9s Buildathon, Waterloo* May 2026

- Product definition: who uses it, what goes in and what comes out. It converts rough client notes into campaign direction, platform-ready copy, production prompts, follow-up communication, CRM notes and a readiness score.
- Designed around platform constraints and human review, not a single prompt. The readiness score checks a brief before anything is polished, so weak inputs fail early.

MarkEdit for Windows | *Open source, Rust and Tauri, built with Codex* 2026

- Adapted the MIT-licensed MarkEdit for Windows: local files, preview, HTML and PDF export. I set requirements and architecture; AI coding agents wrote much of the code; I reviewed, tested and released v0.4.0.

Google Ads monitoring agent | *Python, live campaign data, Grafana* 2026

- Internal tool that reads live campaign data and flags three signals: budget pacing, search-term drift and broken conversion tracking. Now a Grafana dashboard with an agentic workflow behind it, which I review every week.

Will AI Take My Job? | *Presented at DesignX Community Demo Day*

- AI career-guidance MVP that turns a job role into an assessment of automation exposure, transferable skills and adjacent paths. Owned product definition, UX, prompt logic, implementation and launch.

Professional Experience

Client Success Manager, Spotify Ads May 2025 - Apr 2026

Spotify / MediaMint *Toronto, ON*

- **Customer insight:** Supported mid-market advertisers across Spotify Ads for 3 Client Partners (~$7M ad portfolio): onboarding, campaign setup, audience strategy, optimization and reporting on self-serve and managed products.
- **Requirements:** Translated advertiser objectives and platform capabilities into audio, video and display creative briefs, messaging directions and optimization recommendations.
- **Automation:** Designed an automation architecture for reporting and creatives, built a Python integration between the Spotify Ads API and Google Sheets for media planning, and built a Vercel Automation Hub. The integration and the hub were independent proofs of concept.
- **Adoption:** Mapped automation opportunities across the success organization, built structured onboarding and trained new hires, and worked with Client Partners and operations to resolve campaign issues.

Founder & Design Strategy Lead Jan 2021 - Present
Blauw Studio *Toronto, ON*

- Founded a design and strategy practice serving startups and small and mid-size businesses with product and service strategy, brand systems, digital experiences and growth programs. Resumed client work in April 2026.
- **Discovery to fix:** For APEX / Commercial Door Toronto (ongoing client), an ads review showed that all 23 leads in 30 days came by phone, so I am rebuilding the site around a quote flow.
- **Go-to-market:** For the same client, owned branding, digital infrastructure, Google Ads, communication and market analysis; supported sales reps with competitor analysis, battlecard-style sales documents and CRM maintenance.
- **Measurement:** Launched 20+ digital experiences across construction, hospitality, healthcare and professional services; improved paid-media ROI by an average of 25% through structured testing and conversion optimization.
- **Delivery:** Introduced AI-assisted workflows and automation that cut delivery time from about two weeks to days.

Brand & Product Designer Feb 2021 - Sep 2022
Shandoka Electric Motorcycles *Charlotte, NC startup (Remote)*

- Founding designer in a three-person electric-mobility startup: product concepts, brand identity, website and launch planning. Defined positioning and contributed to the roadmap and go-to-market sequence.
- Designed the full line of electric motorcycle concepts in Gravity Sketch and KeyShot, translating engineering constraints into product forms and user-facing features.

Marketing Research Consultant (Contract) Jun 2021 - Nov 2021
Momo Medical *Delft, Netherlands (Remote)*

- Mapped the North American healthcare market for a Dutch patient-monitoring product and identified target hospitals, institutions and partners.
- Turned the research into a US market-entry strategy with supporting product communication and collateral, including sales-support documents that helped reps engage buyers.

Earlier Experience

Independent Design Consultant Sep 2011 - Dec 2020
Self-employed *Brescia, Italy (Remote)*

- Project-based design practice for clients in automotive, consumer products, furniture, food and business services, from research and concept through prototyping and delivery.

Junior Designer 2005 - 2008
DZ Design Studio *Brescia, Italy*

- Designed small kitchenware products, electronic devices, branding, websites and catalogues for local companies using a design-thinking approach.

Education

Delft University of Technology Netherlands
Graduate coursework in Strategic Product Design, 90 EC credits *2008 - 2010*

Politecnico di Milano Italy
BSc, Industrial & Product Design *2005*

Skills

Product: Product Strategy, Customer Insight & Market Research, User Journeys, UX / Digital Experience, Rapid Prototyping, Zero-to-One, Systems Thinking, C4 Model, Figma
AI & Systems: AI Workflow Design, Human-in-the-Loop Systems, Prompt Design, Claude Code, Codex, Python, API Integrations, n8n, Lovable, Vercel, Claude, ChatGPT, Gemini, Generative AI since early 2022
Go-to-Market: Positioning & Messaging, Go-to-Market Strategy, Product Adoption, Sales Enablement (Battlecards, Competitor Analysis), Growth & Conversion, Measurement
Data & Ads: Google Analytics, Google Tag Manager, Grafana, Looker, BigQuery, Google Ads, Meta Ads, Salesforce
Languages: Italian (native), English (full professional), French (elementary)