

Product design for start-ups *and* scale-ups, from research to delivery.

Summary

I'm a Product Designer with over 8 years of experience in delivering value to users, solving complex problems, and driving product-led growth.

From facilitating workshops to creating prototypes, running research, shaping design systems, and mentoring other designers, I've been involved in every step of the process.

Work experience

Penfold ↗ London — Lead Product Designer

February 2023 - Present

I lead research, design, and design system expansion across our B2B platform and B2C app, working on products that drive long-term saving and behavioural change for savers, employers, and accountants. With a focus on Growth, I partner with sales, marketing, and account managers to drive product-led growth, contributing to +151% AUAY, 3x B2B acquisition, and 9x B2C growth with 96% retention.

Intropic ↗ London — Senior Product Designer

October 2022 - January 2023

Led end to end design and strategy of Fund Flows, a risk management tool for Portfolio and Equity Managers to improve data accessibility and improve trading decision making, as part of a cross-functional team.

Accurx ↗ London — Product Designer

August 2020 - September 2022

I joined as second designer, and initially focussed on growing the company's revenue from non-profitable to an estimated **£22M/year**. Working as a solo designer on accuBook, I facilitated **~30M COVID-19** vaccinations in England and Wales and secured a **£25M Series B**. Helped grow the design team from 3 to **7 designers**.

Unite Students ↗ Bristol – UX/UI Designer

July 2018 - August 2020

I joined a team of three designers handling the entire design process. We developed new products and improved existing ones, increasing customers in the booking flow by **35%** and short-term bookings by **97%**. Also supported the shift to cross-functional teams, cutting delivery time by **64%**.

The Mad Box ↗ Milan – UX Designer/Project Manager

September 2017 - July 2018

Living Map ↗ Bath – UX Intern

February 2017 - August 2017

Certifications

Maven – Product Strategy for Designers

2024

Experience Haus – Design Leadership

2023

LinkedIn Learning – Auditing design system for accessibility

2023

The School of UX – Behavioural change for UX

2022

Education

University of Milano Bicocca – Master’s Degree

Computer Science, Cognitive Psychology

October 2014 - March 2017

University of Bergamo – Bachelor’s Degree

Marketing, Sociology

October 2010 - November 2013

Community

ADPList – Mentor

2023 - Present

Tools

Figma, FigJam, Miro, Dovetail, Notion, Maze

Skills

End-to-end product design
Product strategy
User research
Prototyping

Cross-functional collaboration
Workshop facilitation
Design Systems
Accessibility, WCAG