

WORK EXPERIENCE

🔥 Lead Product Designer at Penfold - London, UK

| Fintech, B2B2C |

As a Lead Product Designer, I oversee the design process for our customer-facing app, making sure it aligns with business goals and user needs, with solutions that prioritise accessibility and push for financial inclusion. I also lead a long-term design vision with our co-founder and our Head of Product, building a strong culture that empowers the team to push boundaries and achieve a successful product launch with positive user feedback.

Feb 2023 - Present

Senior Product Designer at Intropic - London, UK

| Fintech, B2B DaaS / SaaS |

I joined as third Product Designer, focussing from week one on the design and strategy of Intropic's Fund Flows product, looking after every phase of product design and delivery in a cross functional team. Intropic is still very new to product delivery, and I got to contribute with years of expertise in this field, working closely with the founders to shape the best ways of working.

October 2022 - January 2023

Product Designer at Accurx - London, UK

| Health tech, B2B SaaS |

I joined Accurx as the second Product Designer, and helped scaling our design community to seven lovely and talented professionals. My initial focus was on our premium features, helping the company moving from being a non profitable organisation to an estimated revenue of £22M/year. My biggest achievement has been designing accuBook, that helped booking and delivering ~ 30M COVID-19 vaccinations in England and Wales.

August 2020 - September 2022

UX/UI Designer at Unite Students - Bristol, UK

| Purpose-Built Student Accom. Provider, B2C, FTSE 100 |

I joined a team of three designers, and followed the entirety of the design process. I worked on brand new products, like an MVP for the employees app, and to improve some existing ones - my main focus was the redesign of the website, spacing from rebranding to translating our customer needs in term of flexibility in more efficient flows, resulting in a 35% increase in customer entering the booking flow, and a 95% increase in short term bookings.

July 2018 - August 2020

UX Designer / Project Manager at The Mad Box- Milan, Italy

| Creative agency |

September 2017 - July 2018

UX Intern at Living Map - Bath, UK

| Digital wayfinding, B2B SaaS |

February 2017 - August 2017

PROJECTS

Vodafone Piggybank

Ideation and design of a new feature for MyVodafone mobile app, as part of the Interaction Design module at University of Milano Bicocca in collaboration with Vodafone Italia.

2016

fooid

Design, development and promotion of fooid app in collaboration with the Department of Computer Science, Systems and Communication and the Department of Biotechnology and Biosciences at University of Milano-Bicocca

2015

COURSES

Design Ops

Udemy

2023

Behavioural Psychology in UX

The School of UX

2022

EDUCATION

Master's Degree in Theory and Technology of Communication

University of Milano-Bicocca - 110/110 cum laude

Interaction design, Data Visualisation, Artificial Intelligence

2014 - 2017

Bachelor's Degree in Business Communication

University of Bergamo - 105/110

Economics, Marketing, Sociology

2010 - 2013