

Valentina Zanelli

summary

I'm a problem solver passionate about adding more value to products through design, and reassuring my parents that yes, product designer is a real job.

Over the past six years I've been involved in everything from facilitating workshops to building prototypes, running research, shaping design systems, and mentoring other designers.

certifications

Auditing Design Systems *for* Accessibility
2023

Design Ops
2023

Behavioural Psychology *in* UX
2022

projects

Vodafone Piggybank
2016

fooid
2015

education

MSc *at* University of Milano-Bicocca
Interaction Design, Cognitive Psychology
2014 - 2017

BSc *at* University of Bergamo
Marketing, Sociology
2010 - 2013

work experience

Lead Product Designer *at* Penfold, London

February 2023 - Present

Initially owned the design for the consumer app, and eventually took charge of both the B2C app and the B2B platform, contributing to achieving **~£300M Asset Under Authority** in the last quarter. Working as part of a product trio, I lead research, design, and shape our design system.

I collaborate with the company CEO and the Head of Product to lead on a long-term design vision roadmap, ensuring our design choices are purposeful, cohesive, and mission-aligned.

Senior Product Designer *at* Intropic, London

October 2022 - January 2023

As the third Product Designer, I led the design and strategy of Fund Flows, a risk management tool for Portfolio and Equity Managers, since week one. I was responsible for every phase of product design and delivery in a cross-functional team. Thanks to my years of expertise in product and design, I worked closely with the founders to shape the best ways of working for a company that was still very new to product delivery.

Product Designer *at* Accurx, London

August 2020 - September 2022

Joined as 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.

UX / UI Designer *at* Unite Students, Bristol

July 2018 - August 2020

I joined a team of three designers, looking after the entire design process. I worked on brand new products, and on the improvements of existing ones - my main focus was the redesign of the flagship website, from rebranding to translating customer needs in term of flexibility into more efficient flows, resulting in a **35% increase** in customers entering the booking flow, and a **97% increase** in short term bookings.

UX Designer / Project Manager *at* The Mad Box, Milan

September 2017 - July 2018

UX Intern *at* Living Map, Bath

February 2017 - August 2017