

# Valentina Zanelli

Lead Product Designer

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## Experience

### Penfold, London – Lead Product Designer

February 2023 - Present

Helping everyone save enough to be comfortable in later life by making pensions accessible and engaging, across both B2C and B2B.

- Working as part of a product team, I lead research, design, expand our design system, as well as collaborate with sales, marketing, and account managers to drive product-led growth.
- Played a significant role in achieving **+151% increase in AUA** over the past year.
- **Tripled B2B customer** acquisition, and achieved **9x B2C growth** with **96% retention rate**.

### Intropic, London – Senior Product Designer

October 2022 - January 2023

Enhanced data access for better trading decisions.

- Led end to end design and strategy of Fund Flows, a risk management tool for Portfolio and Equity Managers, as part of a cross-functional team.
- Partnered closely with founders and other senior designers to define and implement workflows, processes, and ceremonies for design and delivery **across 3 product teams**.

### Accurx, London – Product Designer

August 2020 - September 2022

Built a world-leading healthcare communication platform, working across primary and secondary care, as well as patient facing products.

- Contributed to growing the company's revenue from non-profitable to an estimated revenue of **£22M/year**.
- Worked as solo designer on accuBook, facilitating **~30M COVID-19 vaccinations** in England and Wales.

## Summary

Product Designer with over 7 years 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.

## Skills

End-to-end product design · product strategy · user research · accessibility · prototyping · visual design · workshop facilitation · design systems · stakeholder management · design leadership · design ops · strategic thinking

## Certifications

**Experience Haus** – Design Leadership

2023

**LinkedIn Learning** – Auditing Design Systems for

- Joined as second designer and helped expand the design team to **7 members**, contributing to team ceremonies and processes.

### Unite Students, Bristol – UX/UI Designer

July 2018 - August 2020

Provided stress-free accommodation to students, allowing them to enjoy their university experience at full.

- Joined a team of three designers, looking after the entire design process. Worked on brand new products, and on the improvements of existing ones.
- Achieved a **35% increase** in customers entering the booking flow, and a **97% increase** in short term bookings.
- Helped transition from a studio-based design team to embedding designers within cross-functional teams, leading to a **64% reduction** in delivery time.

### The Mad Box, Milan – UX Designer / Project Manager

September 2017 - July 2018

Creative agency.

- Worked as UX/UI designer alongside a small but talented team on Joebee, first Italian marketplace for professional services, and Xconic, a food delivery app.
- Responsible as Project Manager for the delivery of a range of digital products for IKEA San Giuliano and IKEA Collegno.

### Living Map, Bath – UX Intern

February 2017 - August 2017

Digital wayfinding.

- Evaluated interactive maps for usability; conducted case studies and benchmark analyses; collaborated on the design and development of digital solutions.
- Defined a broad range of user requirements for accessibility, with a focus on establishing universally inclusive design standards.

Accessibility

2023

### The School of UX–

Behavioural Psychology in UX

2022

## Community

### ADPList - Mentor

June 2023 - Present

## Projects

### Vodafone Piggy Bank

October 2015 - February 2016

### fooid

February 2015 - July 2015

## Education

### University of Milano-Bicocca

– Master's Degree

Theory and Technology of Communication

2014 - 2017

### University of Bergamo –

Bachelor's Degree

Business Communication

2010 - 2013

## Tools

Figma · Dovetail · Notion · Maze