

# Valentina Zanelli

## summary

Product designer with 8+ years of experience, who loves turning ambiguity into clarity, connecting research and strategy to deliver measurable impact.

I lead the full design process, from research to final delivery, building scalable systems that balance user needs and business goals. I've worked a lot in regulated spaces, so I know how to make products that stay compliant and still feel easy and human.

I value collaboration, accountability, and using data to make better design choices.

## work

### Penfold, London

#### Lead Product Designer

February 2023 - Present

- Led high-impact initiatives on Penfold's B2C app, including a major redesign of pension transfers, achieving **2x transfer volume** in a quarter and **+£89M over 12 months**.
- Worked alongside marketing, sales, and account management to drive product-led growth across Penfold's B2B platform, resulting in **+27% employer onboarding rate**.
- Launched an experimental guidance stream focused on improving customer financial outcomes, resulting in a **2x increase** in requests to raise pension contributions.

### 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

- Joined as second designer, and initially focused on growing the company's revenue from non-profitable to an estimated **£22M/year**, and securing a **£25M Series B**.
- Working as the solo designer on accuBook, drove **~30M** COVID-19 vaccination bookings in England and Wales, and saved the NHS **£16M** in administrative costs.
- Helped grow the design team from **3 to 7** designers.

### Unite Students, Bristol

#### UX/UI Designer

July 2018 - August 2020

- Joined a team of three designers handling the entire design process.
- Designed brand new products and improved existing ones, increasing customers in the booking flow conversion by **35%** and short-term bookings by **97%**.
- Supported the shift to cross-functional squads, cutting delivery time by **64%**.

### The Mad Box, Milan

#### UX Designer / Project manager

September 2017 - July 2018

### Living Map, Bath

#### UX Intern (Accessibility)

February 2017 - August 2017

## contact

[www.valentinazanelli.com](http://www.valentinazanelli.com)

Portfolio

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Linkedin

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Phone

## education

### 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

### University of Milano Bicocca

#### Master's Degree

October 2014 - March 2017

Computer Science, Cognitive Psychology

### University of Bergamo

#### Bachelor's Degree

October 2010 - November 2013

Marketing, Sociology

## skills

End-to-end design

Product strategy

User research

Prototyping

Workshop facilitation

Design Systems

Accessibility, WCAG

0 → 1 Design