

# Valentina Zanelli

Lead Product Designer


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

Product designer with 9+ years of experience, who loves turning ambiguity into clarity.

I lead the full design process, from discovery to final delivery, balancing 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 ([www.getpenfold.com](http://www.getpenfold.com))

### LEAD PRODUCT DESIGNER FEB 2023 - PRESENT

At Penfold, a digital pension provider helping everyone save more for retirement, I lead design across our customer facing products, from discovery to delivery. I also champion product accessibility, refine our Design System, elevate our visual language, and improve how design works cross-functionally.


- 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.
- Led an experimental workstream focused on customers' financial outcomes, including vibe-coding an early prototype that validated demand and was later integrated into the product, resulting in 4x engagement and 2x contribution requests.

 **Intropic**, London ([www.intropic.io](http://www.intropic.io))

### SENIOR PRODUCT DESIGNER OCT 2022 - JAN 2023

Improving 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 to improve data accessibility and improve trading decision making, as part of a cross-functional team.

 **Accurx**, London ([www accurx.com](http://www accurx.com))

### PRODUCT DESIGNER AUG 2020 - SEP 2022

Early design hire, building a world-leading healthcare communications platform.

- 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** ([www.unitestudents.com](http://www.unitestudents.com))

**UX/UI DESIGNER** JUL 2018 - AUG 2020

Leader student accommodation provider in the UK.

- 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 by 35%, and short-term bookings by 97%
- Supported the shift to cross-functional squads, cutting delivery time by 64%.



## **The Mad Box, Milan**

**PROJECT MANAGER** APR 2018 - JUL 2018

Creative agency.

- Responsible for managing the delivery of a range of digital products for IKEA San Giuliano and IKEA Collegno.

**UX/UI DESIGNER** SEP 2017 - MAR 2018

- Worked as UX/UI designer alongside a small but talented team on Joebee, first Italian e-commerce for professional services, and Xconic, a food delivery app.



## **Living Map, Bath** ([www.livingmap.com](http://www.livingmap.com))

**UX INTERN** FEB 2017 - AUG 2017

Digital wayfinding.

- Worked on the design and development of digital maps. Defined and documented a wide spectrum of user requirements, aimed at the definition of universally inclusive design standard

EDUCATION

## **University of Milano Bicocca**

**MASTER'S DEGREE** 2014 - 2017

- Computer science, Cognitive psychology

# University of Bergamo

## BACHELOR'S DEGREE 2010 - 2013

- Marketing, Sociology

### COURSES

Maven, Product Strategy For Designers 2024

Experience Haus, Design Leadership 2023

LinkedIn Learning, Auditing Design Systems for Accessibility 2023

The School of UX, Behavioural change for UX 2022

### SKILLS

End-to-end design, Workshop facilitation, Product strategy, Design Systems, User research, Accessibility, WCAG, Prototyping, 0→ 1 Design, Cross functional collaboration

### TOOLS

Figma, FigJam, Miro, Dovetail, Notion, Maze

### INDUSTRY EXPERIENCE

Fintech, Healthtech, Food delivery, Marketplace, B2B, B2C, SaaS, DaaS, In-house, Agency

### SAY HI

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