

VALENTINA ZANELLI

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WORK EXPERIENCE

- February 2023
Present
- Lead Product Designer at *Penfold* - London, UK**
| Fintech, B2C / B2B |
- As the 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 design culture that empowers the team to push boundaries and achieve a successful product launch with positive user feedback.
- October 2022
January 2023
- 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 get to contribute with years of expertise in this field, working closely with the founders to shape the best ways of working.
- August 2020
September 2022
- Product Designer at *Accurx* - London, UK**
| Healthtech, 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 working on our COVID-19 vaccine programme, that helped booking and delivering ~ 30M vaccinations in England and Wales.
- July 2018
August 2020
- 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.
- September 2017
July 2018
- UX Designer / Project Manager at *The Mad Box* - Milan, Italy**
| Creative agency |
- February 2017
August 2017
- UX Intern at *Living Map* - Bath, UK**
| Digital wayfinding, B2B SaaS |

PROJECTS

2016 *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.

2015 *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.

EDUCATION

September 2014
March 2017
Master Degree in Theory and Technology of Communication
University of Milano-Bicocca
UX and UI design, Data Analysis and Visualization, Artificial Intelligence
110/110 cum laude

October 2010
November 2013
Bachelor Degree in Business Communication
University of Bergamo
Economics, Business Communication, Corporate Sociology
105/110