Valentina Zanelli

Lead Product Designer

www.valentinazanelli.com

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 discovery 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 (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.
- Launched an experimental guidance stream focused on improving customer financial outcomes, resulting in a 2x increase in requests to raise pension contributions.

Intropic, London (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)

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)

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)

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

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