



Profile

I'm a London-based senior product designer with more than 8 years of experience. I've worked with both startups and FTSE 100 companies, collaborating in small and large teams to design platforms appreciated by over 10 million users worldwide. My expertise spans mobile apps, games, online poker, betting platforms, and websites. Starting as a UX/UI designer, I've gained a holistic understanding of the design process. Using strategic methodologies - now infused with AI tools to refine and accelerate workflows - I am confident that, together, we'll create solutions your current and future users will love.

Work Experience

- Freelance [Jan 2025 - current]**
Senior Product Designer
 - I apply proven user experience methodologies to develop innovative and functional products;
 - I create low- and high-fidelity prototypes quickly and precisely, informed by user research data that I collect;
 - I refine products iteratively, collaborating with stakeholders and incorporating user testing results.
- Entain - for partypoker, BetMGM, Ladbrokes [March 2021 - November 2024]**
Lead User Experience and Product Designer
 - Hired to lead a large team of UX, UI, graphic, and animation designers while instructing developers and communicating daily with stakeholders. Managed a fast-paced environment with tight deadlines;
 - Conducted user research, developed personas, and performed testing to ideate innovative features for some of the most influential betting and gambling brands globally;
 - Built Figma methodologies and established an internal design system;
 - A hands-on, holistic approach - including conducting focus group interviews and designing innovative solutions - contributed to a more than 50% increase in our presence in the U.S. market.
- OutOfTheBit [October 2015 - February 2021]**
User Interface and User Experience Designer (UI / UX)
 - Collaborated with stakeholders and developers to define goals, ideate features, and conduct research;
 - Created wireframes and high-fidelity designs, delivering 10 projects across mobile, desktop, and console;
 - Achieved millions of users, multiple industry awards, and recognition from Apple, Google, and Steam.

Education

- Bachelor of Arts Degree - Graphic Design [October 2012 - July 2015]**
Middlesex University, London, UK and California State University, East Bay, USA
- Higher National Certificate (HNC) - Graphic Design [March 2011 - June 2012]**
The London College, UCK, London, UK
- High School Diploma - Accounting and Programming [September 2005 - July 2010]**
ITCG Carlo Alberto Dalla Chiesa, Italy

Professional Skills

Hard Skills:

- Figma
- Design System creation
- Adobe Creative Suite
- User Interface design
- Usertesting.com
- Hotjar
- Miro
- InVision

Soft Skills:

- Problem-solving
- Leadership
- Communication
- Flexibility
- Critical thinking
- Time Management
- Teamwork
- Creativity