

FRANCESCA CIGNOLA

ABOUT ME

Munich-based product designer passionate about creating digital solutions that make the world healthier, fairer and more sustainable. I have 15+ years experience of creating people-centred digital and analogue services. My strength lie at the intersection of User Research, Product Strategy and Product Design. I work with users and development teams to turn ideas into working software.

SKILLS & EXPERTISE

- Product discovery • UX research • Business analysis • Ux concepts, wireframes, prototypes
- User testing • UI Design • Design systems • UX for AI • Accessible design • Figma
- Human centred design methodologies • Product strategy • Product ownership
- Project management • Learning design • Jira/Azure boards • Prompt engineering

EXPERIENCE

2022 - now **Senior UX Consultant - 8 Reasons digital**, Munich, DE

- End to end delivery of B2B software solutions, from discovery to production working in a mixed capacity as a product designer/product owner. Examples of products I built include: a carbon emission monitor for scopes 1 and 2; an engineering condition status assessment tool; short term operational risk dashboard; energy storage modelling; climate risk screening tool; e-commerce back office platform; automotive 3d simulation tool
- * Lead discovery for new product ideas. Research and design workshops with stakeholders; UX concepts, wireframes & prototypes; requirement definition; initial effort assessment
- * Manage implementation: backlog management; iteration of high fidelity designs; usability testing; user onboarding and training

2021 - 2022 **User experience and product management - Nui Care**, Munich, DE

- Redesigned Nui App's dashboard page to improve experience and fit new functionality
- Redesigned Sign up flow based on user testing to improve conversions
- Managed app adoption pilot with a 24 hour care agency
- Supported set up of QA process with dev team

2018 - 2022 **Freelance UX Designer and Innovation Strategist - Curiosityst**, Munich, DE

- Led a UX-UI team redesigning a German digital medical platform for neurologists
- Coached a digital health start up on user-centred research and testing methods
- Designed the learning strategy for a programme scaling a community mental health service
- Designed and led a Design Thinking training for a French multinational firm

2013 - 2018 **Senior Lead Asset Based Care - Innovation Unit**, London, UK

- Created new service models in long term conditions and mental health together with patients and clinicians (using ethnographic research, service maps, personas, user flows, co-design workshops)
- Led service evaluations, designed and delivered learning programmes
- Responsible for strategy, business development, team management & allocation

2010 - 2013 **Development Manager - Nesta innovation foundation**, London, UK

- Managed People Powered Health Fund: innovations for and by people with long term conditions
- Managed Cabinet Office's £10M Innovation in Giving Fund: digital donation platforms, sharing economy solutions, complementary currencies

VOLUNTARY ROLES

2019 - now **Volunteer supporter, Ambulant Hospiz service** - Holzkirchen, DE

Support people at the end of their life and their families

2011 -2015 **Trustee - Hope for Children** - Hemel Hempstead, UK

Supported programme work helping children in 7 countries in Africa and Asia

2014 **Non executive director – Economy of Hours** - London, UK

Advised a start-up developing a B2B complementary exchange currency

2013 **Recovery Transition Worker** – Holy Cross Centre Trust, London, UK

Befriended users at a day centre for people with mental health issues

EDUCATION AND SELECTED TRAINING

PSPO II - Scrum organisation (2025)

Digital Product School - TUM Unternehmer (2021)

UX Design Academy - DesignLab (2020)

MSc in Development Management – London School of Economics , UK

BSc in International Politics & Economics – University of Trieste , IT

Machine learning for Business Professionals - Google Cloud (2020)

Ulab ox: Leading awareness-based system change - MITx (2018)

Social Return on Investment New Economics Foundation, London - UK (2010)

TALK TO ME ABOUT

Complementary currencies; What great end of life care looks like; Bullshit jobs and work of the future; Mindfulness; Jewellery making; Experimental cooking; Rehoming stray animals.

My Languages: Italian, English, German and French (fluent), Spanish (B1)