

Profile

Product Designer with experience designing data-driven onboarding and platform experiences for B2B and SaaS products. I specialise in simplifying complex systems, helping users get started quickly, and designing scalable solutions that support business growth. Experienced working end-to-end in cross-functional product teams, from discovery and research through to high-fidelity UI and developer handoff. I bring strong visual craft, systems thinking, and a collaborative mindset to fast-paced, growth environments.

Core Skills

- End-to-end product design
- User research and usability testing
- Design systems & scalable UI components
- Accessibility and inclusive design
- UX strategy
- Agile collaboration with Product & Engineering
- Tools: Figma, Figma Make, Lovable, Cursor, MidJourney, GA4, HotJar, Adobe CC, userinterviews.com, Optimal Workshop, Miro.

Professional experience

Product Designer (FTC), TriloDocs

Contract | London, UK

- Led discovery and delivery of AI-powered features for a B2B documentation platform.
- Translated complex technical capabilities into intuitive user flows and validated prototypes.
- Delivered a scalable design system with production-ready UI specifications.
- Ensured smooth handover through detailed interaction documentation and collaboration with developers.

Product Designer, HealthKey

04.2024 - 06.2025 | London, UK

- Led end-to-end redesign of the landing page and onboarding journey, improving activation and reducing early drop-off.
- Designed B2B onboarding and back-office tools enabling client organisations to manage employees, budgets and usage analytics.
- Conducted user interviews, tree testing and usability studies to identify friction in acquisition and onboarding flows.
- Used behavioural data to inform prioritisation and iterate on shipped features.
- Created lo- and hi-fi prototypes in Figma to validate interaction patterns before development.
- Collaborated closely with Product Managers and Engineers to ship features in short cycles.
- Contributed to evolving UI patterns and improving consistency across the platform.

UX Designer, Sagittarius

08.2022 - 10.2023 | London, UK

- Led UX initiatives for enterprise and fintech clients, improving conversion and engagement across digital platforms.
- Designed complex user journeys, information architecture and high-fidelity prototypes.
- Delivered UX for LionHub, Liontrust's investor portal, enhancing usability of data-heavy tools.
- Facilitated user research, A/B testing and iterative optimisation based on behavioural insights.
- Acted as strategic design partner to Product and Engineering teams, aligning user needs with business objectives.

Product Designer, Emporix

06.2021 - 08.2022 | London, UK

- Owned UX design for a B2B Commerce Orchestration Platform used by enterprise partners.
- Designed onboarding and configuration flows for catalogues, advanced pricing, product variants, user groups and permissions.
- Led discovery workshops and design sprints to align stakeholders on product direction.
- Created and scaled a unified design system to ensure consistency across multiple product surfaces.
- Conducted usability testing to validate complex workflows in technically demanding environments.
- Worked closely with Engineering to ensure feasibility and high-quality delivery.

Other work experiences

Digital Designer, Self Employed

London, UK

Graphic Designer, Fulldesign SA

Rancate, Switzerland

Education

UX Design, Professional Diploma, UX Design Institute

London, UK

Media Design and Multimedia Arts, Bachelor's Degree, NABA

Milan, Italy

Graphic Design and Printing, Federal Certificate, SPAI

Bellinzona, Switzerland