

Stefania Ciardiello

Product Designer • Design System and Cross Platform Experience
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PROFILE

Product Designer with 4.5+ years shipping user-centered experiences across iOS, Android, Windows and Web at products used by millions. Specialised in design systems and translating user research and product thinking into scalable, high-impact experiences, with a track record spanning consumer apps, web applications, and strategic partnerships. Equally comfortable defining token architecture and shipping polished, high-fidelity product flows.

EXPERIENCE

GoodNotes, Product Designer

London • June 2025 - Present

Design System • January 2026 - Present

- Evolved the GoodNotes design language by **co-leading the Design System Team** (EM + Senior engineer), delivering a modernised token architecture used by over **35 designers across 10+ different teams**, as well as a refreshed Figma component library and automation scripts that cut the **token update time for designers and developers by over 60%**.
- Defined interaction patterns, documentation, tokens and components for the platform's **transition to iOS Liquid Glass**.
- Led stakeholder management across engineering, product and leadership to drive component adoption, establishing regular cross-functional reviews.

Core product • July 2025 - December 2025

- Contributed to the GoodNotes 2025 launch by designing end-to-end interaction flows, wireframes and high-fidelity prototypes - including the porting of an AI-powered Meeting Assistant to Windows and Web, shipping to 1m+ users across iOS, Android and Web.
- Drove Android and Web feature parity through user-feedback led UX, contributing to the obtaining of the **Google Play's "Best for Large Screen 2025" award**.
- Collaborated with Engineering and Product leadership to conceptualise and prototype features for strategic partners, including Samsung, Microsoft and Google. Among them, a **Semantic Search API and a MCP integration presented at Microsoft Ignite 2025**.
- Integrated user feedback and business requirements into interactive design updates, conducted design reviews across iOS and Cross-platform, and ensured consistent interaction patterns across platforms.
- Mentored a design intern, providing structured feedback, design critique, and guidance on delivering production-ready work

ThanksBen, Product Designer

London • July 2023 - March 2025

- Led the **redesign and evolution of the Ben design system**, enabling faster and more consistent product delivery across engineering and design
- **Established WCAG-compliant accessibility standards** and partnered with developers to ensure correct implementation across the platform, advocating for user-centred quality at every level.
- Designed an user-friendly Partner Interface and automation features that allowed our enterprise clients (such as HSBC) manage their own benefits and company settings - **turning complex internal processes into simple, self-service tools.**

StuRents, Junior Product Designer

London • January 2022 - June 2023

- Designed and followed the implementation of multiple core features, including an Appointment Calendar system, automated Report Management, and a dynamic Promotion Interface.
- **Analysed the customer pain points** of an internal product called Deposit Alternative and conducted research on how to improve the customer conversion rate. Proposed and implemented a three-step solution that **resulted in 265% increase in customer adoption.**
- Collaborated with the Marketing and Engineering team to create and deliver a cross-functional design system aimed to improve the team's efficiency, assure a visual consistency between all platforms and communication channels.
- Worked with the sales and marketing team towards the creation of a new, separate StuRents brand addressed to property managers. Led the Information Architecture of the new product website, and created the associated wireframes. In charge of the rebranding process of the application.

EDUCATION

MA in Historical and Anthropological Sciences, Alma Mater Bologna

Bologna • 2021

CERTIFICATIONS

AI for Design Systems - Mar 2026

A11y Collective - Accessibility Bundle - Jan 2026

Information Design & Data visualisation - Apr 2024

Visual thinking for Human-centered Design - Oct 2021

Unity Essential - Jul 2021

Google Analytics & Google Data Studio - Aug 2020

SKILLS

Interaction Design

User-centered design, User flows, Wireframes, Flow Diagrams, Storyboard, High & low fidelity prototyping, Mockups, Concept-to-execution delivery

Mobile & Platform design

Android, Material Design, iOS, iPadOS, macOS, Windows, Responsive Web, Native platform patterns & gestures, Large-screen & consumer-facing products

AI/ML & Emerging interaction

Conversational UI, Proactive AI features, AI assisted workflows, AI in design systems

Design Systems

Design tokens, Component libraries, Automated token pipelines, WCAG accessibility, Design language governance

Research & Validation

User research, usability testing, User feedback Integration, Iterative design

Cross-functional collaboration

Engineering handoff, Product & leadership alignment, Strategic partner presentations, Developer collaboration, Stakeholder management

Tools

Figma, Sketch, AdobeXD, Hotjar, Maze, HTML, CSS