



Soraya Petrosillo (she/her)

Experience Designer with a strong focus in inclusion and ethics.

Previously in **fintech** with American Express, I then transitioned to **sexual & health tech** with the goal of **designing to reduce inequalities**.

Senior Product Designer @ Get Rude

Remote / Mar - Jul 2026 (Freelance)

- Design strategy and visual approach for a smart sex toy launch.
- Used AI across concept and production, shaping app concepts for investor storytelling and launch imagery for e-commerce and social.

Senior Product Designer @ TrueRights

Remote / Nov 2024 - Nov 2025 (Freelance)

- Designed and refined the core UX flows for this digital rights management (DRM) platform for talent, brands, and agencies in the AI era.
- Shaped the initial product proposal and feature phasing, taking TrueRights from MVP to launch and fundraising-ready.

Speaker @ UX Healthcare Conference

London / April 2024

- Talk on AI bias in healthcare and designing for marginalised groups.

Senior Product Designer @ LVNDR Health

London / Jun 2022 - Dec 2023

- Joined an early-stage startup with two years of research but no product. Reworked the roadmap, defined the MVP feature set, and designed the first app and dashboard MVPs in three months, taking it to a fundable stage.
- Collaborated closely with medical experts and the LGBTQIA+ community to design an inclusive and empathetic sexual health service.

Senior Product Designer @ American Express

London / Feb 2020 - May 2022

- Defined and delivered features for the Amex App based on data-driven and customer-focused insights.
- Led end-to-end digital initiatives, ideation, and development for the Statements domain.

Experience Designer @ Radical Company

London / Mar 2018 - Nov 2019

- Delivered mobile, web, and SaaS projects end to end, leading client pitches and stakeholder relationships in a consultancy role.

UX Internship @ DXC Technology

Newcastle / May 2017 - Sep 2017

Freelance Visual Designer

Italy / 2013 - 2017

EDUCATION:

MA Advertising and Design

University of Leeds (UK) / 2016 - 2017

BA Graphic Design

LABA, Firenze (Italy) / 2011 - 2014

INDUSTRY EXPERTISE:

Fin-tech

Health-tech

Sex-tech

AI & copyright

SKILLS:

UX/UI/Product Design

Prototyping

User Testing

iOS

Android

SaaS

Design systems

Project management

Inclusive design

Accessibility

QA

Product & fundraising strategy

IA

AI IN PRACTICE:

AI has become key through my whole design process, from research to production. What interest me is the critical side of it, how models handle data, where they fail, and how bias in AI models affects marginalised groups.

TOOLS:

Figma

Adobe CC

Lovable

Magnific

ProtoPie

Framer

Notion/Linear

INTERESTS:

Photography

Ceramics

Music

Gender studies

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