



Soraya Petrosillo (she/her)

Experience Designer for complex and regulated systems

Previously at **American Express**, now helping early-stage founders go from **idea to launch** at startup speed. **Accessibility** and **inclusion** are at the core of my approach.

Senior Product Designer @ Get Rude

Remote / Mar - Jul 2026 (Freelance)

- Led design strategy and visual direction for a smart sex toy launch, from investor pitch to launch website.
- Used AI to shape app concepts and product imagery for investor storytelling, social and e-commerce.

Senior Product Designer @ TrueRights

Remote / Nov 2024 - Nov 2025 (Freelance)

- Delivered the first designs for a usage rights platform for talent and brands three weeks after joining, and took it to a beta with partner agencies and investors by January 2025.
- Redesigned the rights calculator, launched as a standalone product in July 2025.

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.
- Designed the UK's first LGBTQIA+ sexual health clinic with medical experts and the community, within CQC requirements.

Senior Product Designer @ American Express

London / Dec 2021 - May 2022

- Designed the new Statements screen and its features around the nuances of the UK and US markets, rolled out to millions of users in early 2022.
- Co-led the long-term vision for the Statements domain towards a financial management hub.

Product Designer @ American Express

London / Feb 2020 - Nov 2021

Experience Designer @ Radical Company

London / Jan 2019 - Nov 2019

- Delivered a range of mobile, web and SaaS projects end to end, for clients including Lloyds, Skipton Building Society and London Stock Exchange.
- Led client pitches and workshops, and managed stakeholder relationships.

Junior UX/UI Designer @ Radical Company

London / Mar 2018 - Dec 2018

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:

Fintech

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 throughout my design process, from research to building working prototypes. I only make sure I start the thinking first, with AI filling the gaps when needed. What interests me the most 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

Claude

Magnific

ProtoPie

Framer

Notion/Linear

INTERESTS:

Photography

Ceramics

Music

Gender studies

Portfolio: www.sorayapetrosillo.com

+39 379 204 2219 / +44 (0)77 2927 5173 (WA)

sorayapetrosillo@gmail.com