Valerio Foddai

Lead Product Designer



EXPERIENCE

Lead Product Designer

Soldo

July 2022 - Present (Rome, Italy - Remote)

- Designed **Consumer and B2B** fintech products for web and mobile, enhancing usability beyond platform averages.
- Lead a team of two designers, fostering collaboration and providing ongoing feedback to achieve project goals.
- Established and expanded the **company's design system**, improving consistency, design speed, and cross-functional alignment.
- Championed a design thinking approach with a focus on **user research** and **iterative design**.
- Delivered high-fidelity prototypes for usability testing and development handoff.

Senior UX/UI Designer

Soldo

January 2018 - July 2022 (London, United Kingdom - Hybrid)

- Led the design process for web features: user flows, research, and prototyping
- Collaborated with stakeholders to align designs with user needs and business goals

UX/UI Designer

Creative Code

October 2016 - December 2017 (London, United Kingdom - Hybrid)

Product Designer

MyCookin

Jan 2016 - Oct 2016 (London, United Kingdom - Hybrid)

Product Designer

PhotoSpotLand

Jan 2015 - Sep 2015 (London, United Kingdom - Hybrid)

EDUCATION

User Experience Design
University of Cambridge 2022
London, United Kingdom

Human-Computer Interaction (HCI)
Anfe Academy 2014 - 2015
Palermo, Italy

Network Security Engineer
Cisco Network Academy 2015 - 2016
London, United Kingdom

Industrial Design
University of Palermo 2012 - 2014
Palermo, Italy

Contacts

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valerio@foddai.com

Personal Projects

Portfolio

Paniere.com

Archimede Design System

Design Knowledge

Product Design
Design Strategy
AI for build Product Software
User Interface
User Experience
Interaction Design
Content Strategy
Wireframing
Rapid Prototyping
Design Research

Tools & Technologies

Claude Design, Figma, AI, Jira, Confluence, GitHub

Languages

Italian (native)
English (professionnal)

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