

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

+39 3497789575

valerio@foddai.com

— Personal Projects

Portfolio

Archimede.com

Archimede Design System

EtnaUI kit

— 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

Figma, Design Tokens, AI,

Jira, Confluence, Storybook

— Languages

Italian (native)

English (professional)

