

• OPEN TO SENIOR & LEAD ROLES

Elena Marchetti

Senior Product Designer · Systems, fintech & health



PROFILE

Product designer with nine years of turning complicated, high-stakes flows into calm, accessible interfaces. I lead from research to shipped pixels, build design systems teams actually adopt, and pair closely with engineering.

EXPERIENCE

- Lead Product Designer · Lumen Bank** 2022 — Now
 - Led the redesign of onboarding across web and mobile, cutting drop-off at identity checks by a third.
 - Built "Tide", a token-based design system now used by 6 product squads.
 - Mentor three designers; run weekly critique and quarterly research days.
- Senior Product Designer · Kindred Health** 2019 — 2022
 - Designed the patient appointment app from zero to launch in four countries.
 - Introduced WCAG 2.2 AA reviews into every sprint.
- Product Designer · Studio Norte** 2016 — 2019

Agency work for retail and mobility clients: discovery workshops, prototypes and design QA.

SELECTED PROJECTS

Tide design system

Tokens, 60+ components and docs for web, iOS and Android.

Calm onboarding

Identity checks rebuilt around plain language and progress.

CONTACT

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SKILLS

- Design systems
- UX research
- Prototyping
- Accessibility
- Workshops
- Figma
- HTML & CSS
- Motion

LANGUAGES

- Italian Native
- English C2
- Portuguese B2

EDUCATION

MA Interaction Design

Politecnico (fictional) · 2014 — 2016

BA Visual Communication

Academy of Arts · 2011 — 2014

OUTSIDE WORK

Ceramics on Sundays, long coastal runs, and a slowly growing collection of Swiss posters.