

# Gianluca Gini

Lead product designer

## About me

I enjoy problem-solving with a diverse skill set, including user research, design work, and coding. I value teamwork and efficiency, and find gratification in my team's career growth and amazing work.

## Experience

### Soldo - London, UK

Lead Product Designer 2018 — Present

- Designed for web and mobile, **Consumer and B2B fintech** products. Increased product usability surpassing platforms averages.
- Led the **design team's growth** from 1 to 14 designers. Achieved high team retention rate with an average tenure of over 3 years.
- Established and grew the **company's design system**, encompassing UI components, UX patterns, workflows, leading to increased consistency, design speed, and cross-functional collaboration.
- Championed a design thinking approach prioritizing **user research & iterative design**. Established design critique channels for knowledge sharing and team growth.

Senior UI/UX Designer 2015 — 2018

- Owned all aspects of the design process for web features, including user flows, research, prototyping, and animation.
- Collaborated with stakeholders to ensure designs met user needs and business goals.
- Delivered high-fidelity prototypes for usability testing and development handoff.

### Real Fun Games, London, UK

Graphic designer, Motion designer 2012 — 2015

- Ideation & creation of graphic assets for UI heavy video games.
- Animations and visual effects

### Studio ProDesign, Milan, Italy

Graphic design, Motion designer 2010 — 2012

- Designed compelling visual content for magazines, books, CD covers, and billboards for national and international artists.
- Contributed to small video productions, including behind-the-scenes work.

## Education


### Executive Master IULM

Digital Entertainment Media & Design  
Milan - Italy, 2009-2010

### B.A. Politecnico di Milano

Communication Design  
Milan - Italy, 2006-2009

## Contacts

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## Skills

UI Design

UX Design

Prototyping

Design Strategy

Coding

Team Leadership

UX Research

Motion Design

## Certifications

### LinkedIn Skill Assessment

Css (top 5% out of 2.6M)  
Html (top 15% out of 4.1M)  
Javascript (top 15% out of 2.1M)