

Cristiano Panzanelli

Lead designer

Amsterdam, The Netherlands

- **15+ years** of experience as a Designer
- **10 years** of experience in **SaaS** and **FinTech**
- **5 years** of experience managing **Designers**

Email
panzanelli.cristiano@gmail.com

Phone
+31 6 26 47 45 92

Portfolio
uxuidesigner.net

Linkedin
[cristiano-panzanelli](https://www.linkedin.com/in/cristiano-panzanelli)



Work experience

- **Head of Design**
2018 – Present
Bloqhouse technologies – Investment platform
Leading team of designers and increasing investor conversion for capital raising platforms and fund managers.
- **Lead Designer**
2017 – 2018
eFaqt – E-learning service
Simplifying UX processes and enhancing UI design to boost user engagement and improve retention.
- **Lead Designer**
2015 – 2017
1604 lab – E-commerce web agency
Designing visually compelling interfaces for e-commerce brands while crafting UX flows that drive sales and boost customer retention.
- **Senior Designer**
2013 – 2015
CityNews – News platform
Boosting page views and retention by restructuring the platform to present large volumes of information in a clear, organized, and user-friendly way.
- **UX/UI Designer**
2011 – 2013
Glamoo – Coupon marketplace
Using compelling designs to attract more users, increase deal conversions and transparency.
- **UI Designer**
2010 – 2011
DM3 – Web agency
Designing websites and marketing campaigns for diverse clients to boost visibility and drive sales.

Languages & Interests

English: Full professional proficiency

Italian: Native proficiency

Training, hiking, cooking, traveling, reading and role-playing board games

Skills

UX & UI Design

- Strong focus on **user-centered design** to solve real user problems
- End-to-end UX process: **research, wireframing, prototyping** and **testing**
- Clean, scalable **UI design** based on modern patterns and principles
- Clear structuring of content through effective **information architecture**

Strategic Thinking & Problem-Solving

- Aligning **user needs** with **business goals**
- Conducting **competitor analysis** to identify gaps and opportunities
- Creating **design roadmaps** that support product vision and **KPIs**

Managerial & Leadership Skills

- **Leading** and **mentoring** designers across different levels of experience
- Working closely with **product, engineering** and **stakeholders**
- Making thoughtful, **data-informed design decisions** under pressure

Technical Proficiency

- **Figma & Adobe Suite** for design, prototyping, and visual production
- **Notion** for collaboration, workshops, and documentation
- **Jira** for project tracking and team alignment
- **Hotjar & GA** for gathering user insights and validating design decisions
- **HTML/CSS** knowledge to bridge design and front-end development

Education

Academy of arts and new technologies

- **UX/UI design – 2010**
User-centered design, wire-framing, prototyping and usability testing
- **Art Direction – 2009**
Visual design, brand identity, and creative direction for digital campaigns
- **Graphic Design – 2008**
Foundation in typography, layout, color theory, and visual composition