

UMBERTO PANDINI

Lead Product Designer

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PROFESSIONAL SUMMARY

Lead Product Designer with 10+ years of experience blending hands-on design execution with genuine **player-coach leadership**. Strong track record of shipping end-to-end consumer products and internal tooling at scale for large, diverse global audiences. Operating as an embedded design lead in high-growth environments, I partner closely with PMs, engineers, and researchers to bring structure and simplicity to complex product ecosystems. Passionate about leveraging formal user research, data insights, and **AI-assisted workflows** to drive commercial outcomes. Deeply experienced in managing designers, scaling Design Systems, and defining shared design standards.

CORE COMPETENCIES

Product & Strategy

End-to-End Product Design, Player-Coach Leadership, Multi-Squad Alignment, Commercial Strategy

Research & Data

User Research Leadership, Data-Driven Design, A/B Testing, Quantitative & Qualitative Analysis

Design & Execution

Advanced Figma Prototyping, AI-Assisted Design Tools, Scalable Design Systems, Internal Tooling

Governance & Delivery

Cross-Functional Partnership (PMs/Eng), Agile Delivery, Inclusive Design (WCAG), Accessibility Standards

PROFESSIONAL EXPERIENCE

Lead Product Designer (Embedded In-House via Monks) | Starbucks

Jan 2024 – Present | London, UK

- **End-to-End Ownership:** Own end-to-end UX/UI design across the Starbucks Native Global App and PWA, shaping consumer-facing products for a massive, diverse global audience.
- **Player-Coach Leadership:** Act as a hands-on player-coach, continuously designing high-fidelity solutions in Figma every week while actively managing, mentoring, and developing a squad of product designers.
- **Cross-Functional Partnership:** Work day-to-day alongside product leaders, engineers, and data specialists to define product visions, ship impactful work, and drive commercial success.
- **Design Systems & Accessibility:** Co-own shared design standards and governance. Lead the evolution of the modular Design System and internal tooling to ensure WCAG accessibility, trust, and clarity across platforms.
- **Research & Data-Driven:** Lead formal user research initiatives, utilizing modern prototyping, A/B testing, and data analytics to validate interaction clarity and simplify complex user journeys.

Senior Product Designer (Embedded In-House via Monks) | McLaren Automotive

2021 – 2024 | London, UK

- **Complex Systems Integration:** Led product design for McLaren's digital ecosystem (global website, native app, and digital car configurator), bringing structure and simplicity to highly complex technical systems.
- **Collaborative Shipping:** Built a clear track record of successfully shipping high-quality work alongside PMs and engineering squads through agile delivery cycles.
- **Modern Prototyping & Execution:** Championed modern prototyping methodologies to validate interaction design, ensuring a premium user experience that balanced commercial goals with audience needs.
- **System Governance:** Positively influenced Design System adoption, establishing scalable standards that improved how design was systematically delivered across global touchpoints.

Head of Creative (Product Design) | LoopMe

2015 – 2019 | London, UK

- **Startup Rapid Growth:** Managed design and creative technology through a period of rapid startup growth, scaling the team and adapting design operations for a fast-paced environment.
- **AI & Emerging Tech:** Spearheaded R&D for mobile ad-tech products, integrating AI and machine learning algorithms into design workflows and user targeting features.
- **Research & Data:** Ran own user research and defined rigorous A/B testing frameworks, utilizing quantitative data to drive significant performance improvements and commercial growth.
- **Team Development:** Managed the end-to-end design lifecycle, bridging the gap between product vision and engineering execution while managing and coaching junior team members.

UX/UI Designer | Vidiemme Consulting

2012 – 2014 | Milan, Italy

- **Diverse Audiences:** Designed consumer interfaces and internal tooling for highly regulated enterprise clients (e.g., Roche, Sanofi), where trust, clarity, and transparency mattered most.

EDUCATION & CERTIFICATIONS

UX Research & Design Diploma — UX Design Institute (Ireland)

Web Design Diploma — cfpBauer (Italy)

BA Graphic Design — Fine Arts Academy of Brera (Italy)

Professional Certifications (IxDF): Accessibility: How to Design for All (WCAG), Data-Driven Design, Human-Computer Interaction (HCI)