

UMBERTO PANDINI

LEAD UX & 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, AI-Assisted Research, Data-Driven Design, A/B Testing, Quantitative & Qualitative Analysis

Design & Execution

Advanced AI Figma Prototyping, AI-Assisted Design Systems and Documentation, Google AI Studio Experimentation

Governance & Delivery

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

PROFESSIONAL EXPERIENCE

Starbucks

2024 – Present

Lead UX & Product Designer (via .Monks) | London, UK

- **Product Strategy & Vision:** Lead the end-to-end experience strategy and design vision across the Starbucks native EMEA App and Progressive Web App, transforming high-level business objectives into scalable, enterprise-grade product experiences.
- **AI-Driven Product Acceleration:** Integrate AI tools across the entire product lifecycle, from research synthesis to interactive prototyping and documentation, compressing iteration cycles without sacrificing design craft or quality.
- **Design Governance & Execution:** Direct UX/UI architecture across global digital touchpoints, maintaining high design quality, interaction standards, and design system consistency from discovery through launch.
- **Data-Informed Optimization:** Drive qualitative and quantitative research pipelines—leveraging behavioral analytics, data-tracking, and continuous A/B testing to optimize user funnels and increase engagement.
- **Cross-Functional Leadership:** Build high-trust client partnerships and lead cross-functional alignment across product management, engineering, and global stakeholders to accelerate execution.

McLaren Automotive

2021 – 2024

Senior UX Designer (via .Monks) | London, UK

- **Complex Systems Integration:** Entrusted with UX Research and UX Design responsibilities, shaping the user experience for the McLaren global website, car configurator, and the Racing app.

- **Collaborative Shipping:** Built a clear track record of successfully shipping high-quality work alongside PMs and engineering squads through agile delivery cycles.
- **System Governance:** Positively influenced Design System adoption, establishing scalable standards that improved how design was systematically delivered across global touchpoints.

SHL

2020 – 2021

UX Researcher & Designer | London, UK

- **End-to-End UX Redesign:** Led UX projects focused on research, prototyping, and redesign, developing high-fidelity, customizable prototypes in Webflow to allow sales, marketing, and UX teams to assess product feasibility.
- **Mixed-Methods Research:** Executed a comprehensive usability study and UX/UI redesign for the AMCAT app, applying both quantitative (competitive benchmarking, surveys) and qualitative (moderated testing) research.
- **Scalable Systems:** Laid the foundation for a scalable design system and an adaptable MVP framework that has since been reproduced in hundreds of unique versions.

LoopMe

2015 – 2019

Head of Creative (UX / UI Designer → Head of Creative) | London, UK

- **R&D and Innovation:** Served as London / NYC Head of Creative, leading the research and development of new technologies implemented in multimedia mobile advertising.
- **Data-Driven Targeting:** Focused on improving audience targeting capability through machine learning, A/B testing, and analytics.
- **Team & Scale:** Managed design and creative technology through a period of rapid startup growth, scaling the team and bridging the gap between product vision and engineering execution.

Vidiemme Consulting

2011 – 2014

UX / UI Designer | Milan, Italy

- **Enterprise UX/UI:** Designed user experiences for websites, apps, and software across diverse enterprise client needs.
- **Regulated Industries:** Served as part of a specialized team designated to pharmaceutical software design, building highly regulated interfaces for clients including Roche, Sanofi, and AstraZeneca.

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)