UMBERTO PANDINI

LEAD UX & PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Lead Product Designer with 10+ years of experience blending hands-on craft with strategic leadership. I partner closely with product, engineering, and research teams to bring structure to complex ecosystems and ship consumer products at scale. I leverage user research, data insights, and AI-assisted workflows to drive commercial outcomes and define shared design standards globally.

CORE COMPETENCIES

Product & Strategy

End-to-End Product Design, Strategic 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, Agile Delivery, Inclusive Design, Accessibility Standards, WCAG

PROFESSIONAL EXPERIENCE

Starbucks

Lead UX & Product Designer, via Monks | London, UK **2024-Present**

- **Product Strategy & Vision:** Lead experience strategy across the EMEA App and Progressive Web App, translating business goals into scalable product features.
- **Data-Informed Optimization:** Governed a regional mobile design system and spearheaded data-led experimentation, driving a 10% increase in user retention. Optimized funnels via continuous A/B testing for strategic features like The Usuals and Guest Checkout.
- **AI-Driven Product Acceleration:** Integrated AI tools across the product lifecycle, from research synthesis to interactive prototyping, speeding up iteration cycles.
- **Design Governance & Execution:** Directed UX/UI architecture across global digital touchpoints, maintaining high design quality and system consistency.

McLaren Automotive & Racing

Senior UX Designer, via Monks | London, UK **2021-2024**

- **Omnichannel Scale & Conversion:** Created custom design system components to scale McLaren's omnichannel configurator across mobile and physical showrooms, driving a 18% increase in completion rates.
- **High-Engagement Mobile Experiences:** Designed the official McLaren Racing App, a digital hub featuring real-time telemetry and a bespoke dark-mode UI kit, increasing Daily Active Users by 12% on race weekends.
- **System Governance:** Championed Design System adoption, establishing scalable standards that systematically improved design delivery across global touchpoints.
- **Collaborative Delivery:** Consistently shipped high-quality work alongside product managers and engineering squads through fast-paced agile cycles.

SHL

UX Researcher & Designer | London, UK **2020-2021**

- **End-to-End UX Redesign:** Led UX projects focused on research, prototyping, and redesign, building high-fidelity Webflow prototypes to help teams assess product feasibility.
- **Mixed-Methods Research:** Conducted a comprehensive usability study and UX/UI redesign for the AMCAT app using both quantitative and qualitative research.
- **Scalable Systems:** Created the foundation for a scalable design system and an adaptable MVP framework, reproduced across hundreds of unique versions.

LoopMe

Head of Creative, formerly UX/UI Designer | London, UK **2015-2019**

- **R&D and Innovation:** Led the research and development of new interactive multimedia advertising formats for the London and NYC markets.
- **Data-Driven Targeting:** Improved audience targeting capability through machine learning, A/B testing, and analytics.
- **Team & Scale:** Managed the design and creative technology team during rapid startup expansion, bridging the gap between product vision and engineering execution.

Vidiemme Consulting

UX/UI Designer | Milan, Italy **2011-2014**

- **Enterprise UX/UI:** Designed user experiences for websites, apps, and software across diverse enterprise client needs.
- **Regulated Industries:** Designed interfaces for specialized pharmaceutical software, balancing usability with strict regulatory guidelines 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