



Daniele Lanzetta

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Lead Product Design with 8+ years of expertise building innovative products within agile, ever-evolving, cross-functional settings.

Sr. Product Designer

- **Leading design across functional team**, providing guidance and direction to - designers and developers.
- Collaborated with senior leadership to align design initiatives with the organization's business goals and product roadmap.
- Acted as a crucial liaison between development and design teams, ensuring seamless communication and collaboration to **align technical implementation** with design vision, resulting in flawless user experiences and consistent design system execution.

Sr. UX Designer

- Worked closely with product managers, UX/UI designers, and developers to ensure the successful integration of the **design operations** into product development workflows.
- Developed and maintained robust **design systems using, design tokens**, Storybook, React, TypeScript and JS to ensure consistent user experiences across complex applications in the medical, insurance, and banking sectors.
- Collaborated with research teams to gather and **analyze user requirements**, translating them into intuitive and user-friendly interfaces and integrate design system component seamlessly into large-scale applications.

UI/UX Designer

- Built several design system for startup and big companies from concept to production on multiple platforms and handing off both, code and design.
- Conducted remote and onsite **usability tests**

UI/UX Designer

- Developed wireframes, interface mockups, **interactive prototypes** with motion design and produced UI for desktop and mobile devices for projects in Credit Suisse, Generali and Cembra Bank.
- Created detailed navigation flows, site maps, wireframes, and interface design / functional specifications

Skills	DESIGN	CODING	SOFTWARE
	Design Systems A/B Testing	React/NextJS SwiftUI	Figma Sketch Storybook JIRA
	UX Research Design Tokens	TailwindCSS HTML CSS JS	Confluence InVision VSCode
	Usability tests Design Frameworks	Livewire	

Education / Languages	High school Diploma in Computer Science and Electronics	Italian, Native English, C1 ,German, A2-B1
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