



Arianna Teodonno
Product Designer

arianna.teodonno@gmail.com +39 3463049276
www.linkedin.com/in/ariteo www.ariannatdesign.com

Work experience

Bending Spoons - WeTransfer / Product Designer

NOV 2024 - Present (Remote)

- Design lead for Growth at **WeTransfer**, file-sharing platform with **60M+ monthly users worldwide**, owning strategy and execution for paywall optimization, monetization, and key product improvements.
- Improved and maintained the design system, including building coded components and updating Storybook to ensure smooth developer handoff.
- Partnered closely with product managers, engineers, and marketing teams to deliver cohesive, high-quality product experiences.

Freelance Product Designer

JAN 2024 - NOV 2024 (Remote)

- Worked with **Keyless**, a startup focused on biometric authentication and identity management, designing intuitive and secure user flows.
- Collaborated with **Valueize**, a fintech company, where I built a scalable design system and designed complex financial workflows, ensuring usability and consistency in highly regulated environments.

Young Platform (Startup) / Product Designer

SEP 2022 - DEC 2023 (Remote)

- Led the UX/UI design for **Young Platform Step**, crypto educational app with **+1M downloads**, resulting in a 7.2% increase in user retention and a 63% improvement in engagement time.
- Collaborated closely with product managers and developers to ensure seamless integration of design concepts into the product.
- Updated and reorganized the company design system for an easy use for designers and developers.

Skills

User experience (UX) design
User interface (UI) design
Interaction design
Prototyping
Design System Management
User Research
Accessible Design
Heuristic evaluation
Cognitive walkthrough
Information Architecture
QA
HTML5/CSS/JS
SQL

Tools

Figma	GitHub
Sketch	Photoshop
Miro	Axure
Zeplin	Principle
Notion	Jira

Languages

Italian	French
English	Korean
Spanish	



Sisal.it / Product Designer Consultant

MAY 2021 - SEP 2022 (Remote)

- Sole product designer of Sisal Tipster, a social network for bettors. I collaborated closely with the project manager, creating complex interactions from scratch.
- Crafted a unique user experience, enabling rebetting, dynamic bet interaction, and competitive rankings with prizes, and users profiles.
- Revamped the UX of Sisal portal's login flow.

Mooney / UX Designer Consultant

OCT 2020 - APR 2021 (Remote)

- Contributing to a small and dynamic team, I was in charge of creating intricate payment flows, handling transactions from taxes to phone refills.
- Collaborated seamlessly with cross-functional teams in sprint cycles, in an Agile environment.

Conflux / Product Designer

OCT 2019 - SEP 2022 (Rome, Remote)

- Collaborated with clients in diverse sectors including fashion, transport, banking and more.
- Conducted user research to inform and enhance the user experience of commissioned products. Worked on the UX and UI design, translating research findings into intuitive and appealing interfaces.
- Managed end-to-end processes, including handoffs to external development teams and effective communication with stakeholders

Education

growth.design

in progress

Product Psychology Masterclass. Focus on applying psychology and behavioral science to product design.

Conflux

2019

UX/UI training course. Foundations in UX/UI processes, prototyping, and usability testing.

LabForWeb

2019

Front end developer course.

BSc Computer Science / La Sapienza, Rome

2015-2018

Degree thesis focused on analyzing and designing a community model, which was meant to be used as a starting model for developing every possible community online.