

Lara Congedo

Senior Product & UX/UI Designer · from discovery to product

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Sixteen years on digital products, across UX, UI and product design. The hard part is rarely designing the screens: it is understanding what deserves to be built. I work end to end, from discovery to the final interface, with startups, agencies and established companies, in Italy and in London. I also step into problems that are not yet defined, give them structure and take them to a validated solution that is ready for development, working directly with founders, stakeholders and engineering. I use AI to shorten the time between hypothesis, prototype and validation, without replacing the method.

WHAT I CAN DO FOR YOUR PRODUCT

Product Discovery

Problem framing, benchmarks, interviews, workshops, prioritisation and feature definition.

UI and Product Design

Interfaces, components, design systems, responsive design, high fidelity prototypes and developer handoff.

UX

Information architecture, user flows, wireframes, usability and accessibility.

AI accelerated prototyping

Clickable prototypes built in code with Lovable; Claude and ChatGPT applied to research, synthesis and exploration. AI speeds up the method, it does not replace it.

How we work together. Fixed scope projects · ongoing support · fractional · consulting days.

EXPERIENCE

Bitmama · Product & UX/UI Designer, freelance · corporate intranet redesign Jun 2026 → present

- Joined on a problem that was not yet defined and structured it through a qualitative benchmark of reference platforms and the Nielsen Norman Group usability guidelines.
- Discovery and prioritisation of content and features, with a matrix shared with the client.
- Information architecture and wireframes, developed as two clickable alternatives built in code with Lovable.
- Review sessions with the client to define iterations and converge on a consolidated solution.
- Desktop and mobile UI designed on the client's design system and extended with new components and assets.
- Accessibility applied to copy, contrast and colour palette.

Mango Interactive · Art Direction & Brand Identity, freelance · editorial and digital project 2026, ongoing

- Strategic analysis of brand assets: logo, type system, colour palette, iconography and image treatment.
- Creative direction from references to moodboard, with assets adapted for print and digital.

Jobtech · Qualitative Research & User Support Jan → Jun 2026

- 30+ one to one interviews to analyse users' needs, motivations and decision barriers.
- Six recurring behavioural patterns identified and presented to stakeholders to support product and service decisions.
- Ownership of the full research pipeline: planning, moderation, synthesis and delivery.

Genesimm Group · Digital Project & Brand Coordinator Dec 2024 → Jul 2025

- UX and UI of the brand website: information architecture, user flows, wireframes and interface.
- Digital identity defined with the founders, landing pages and email flows for campaigns and events.

End to end UX/UI design of an HR welfare platform and its mobile app, adopted by 400+ client companies, with more than €20 million in welfare credits paid out.

- Information architecture, user flows and high fidelity prototypes for new product features.
- Product UI library created and scaled, keeping the app and the HR platform consistent.
- Continuous product discovery: eight stakeholder workshops and internal usability testing.
- UX strategy, roadmap and KPIs defined with product managers, the tech team and business stakeholders, in an Agile setting.
- Platform credit usage above 95%, supported by ongoing experience optimisation.
- Leadership of the UX/UI team: resource management, support for growth and hiring.

Sopra Steria · Creative & Product Designer, consulting

Oct 2017 → Jan 2023

- End to end UX/UI design of B2C, B2B and enterprise platforms: ecommerce, banking, apps and management systems.
- User research and discovery: competitive benchmarks, user interviews, ethnographic research, personas and user journeys.
- Business requirements and user needs translated into information architecture, user flows, wireframes and prototypes.
- Design sprints and stakeholder workshops, close collaboration with product managers and engineering, contribution to design systems and UI patterns.

Clients: Dolce & Gabbana, Max Mara, Dainese, Bennet, Unieuro, MediaWorld, Banco BPM and McDonald's.

EARLIER EXPERIENCE**Maglabs, London · UX / UI Designer**

Apr 2015 → Oct 2017

UX/UI for digital platforms, intranets and apps for international clients: benchmarks, user flows and high fidelity prototypes aligned with brand identity. Clients: Universal Pictures, Telemundo, NBC Sport, Heinz, Costa Coffee.

Mayfair School of English, London · Digital & Graphic Designer

Jul 2014 → Apr 2015

Visual design of the website, digital assets and email campaigns.

Arya Digital Agency · UI / Digital Designer

Oct 2013 → Jun 2014

Responsive UI layouts for B2B platforms and corporate websites, information hierarchy and interface components.

Vodafone, with Prodigys Technology · UI / Digital Designer, consulting

Mar 2010 → Oct 2013

Redesign of the Vodafone website and the My Network app, wireframes turned into development ready interfaces, assets for digital campaigns. Other clients: Mondadori, Poste Italiane, Allianz, Generali.

SKILLS

Product	Product Discovery · Product Strategy · UX Research · UX Strategy · Information Architecture · User Flows · Wireframing · Prototyping · Interaction Design · UI Design · Design Systems · Accessibility · Usability Testing · Workshop Facilitation · Prioritisation · Stakeholder Management
AI	Claude · Claude Design · ChatGPT · Lovable · AI assisted research · rapid prototyping · AI agents
Tools	Figma · Miro/Mural · Adobe Photoshop/Illustrator · Jira/ClickUp · Notion · Hotjar · Webflow
Languages	Italian, native · English, professional

EDUCATION

Politecnico di Milano · advanced course, User Experience Design

Oct → Nov 2022

POLI.design · master class The Human Side of Innovation

Oct 2022

Fastweb Digital Academy · user research and qualitative interviews

Dec 2022

General Assembly · User Experience Design and design thinking

2017

Accademia di Belle Arti Europea dei Media, Milan · graphic design and art direction

2005 → 2009

LET'S TALK

If you have a product to grow or a problem that still needs focus, get in touch.

On site in Milan and surroundings, remote and on location.

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