Carmelo Bisignano

PRODUCT DESIGNER

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Product Designer with 10+ years of hands-on experience across enterprise SaaS, fintech, and complex B2B platforms. I design end-to-end — from discovery and service blueprinting to interaction design, design system operations, and UX engineering. I translate ambiguous business problems into clear, scalable solutions that ship. I work directly with PMs, engineers, and stakeholders — no manager layer needed to translate intent. Increasingly fluent in AI-assisted workflows and automation: I use tools like n8n, Claude, and custom agents to prototype faster, validate earlier, and surface insights without waiting for dev cycles. Background spans Australia, Italy, and the UK; comfortable leading projects across distributed teams and time zones.

EXPERIENCE

Freelance Principal Product Designer

Jan 2026 – Present

Independent Consultant · Turin, Italy · Remote

Working as an independent product design consultant across enterprise SaaS and AI-driven product engagements. Leading end-to-end UX design from discovery and service blueprinting to design system operations and engineering handoff. Building AI-assisted design workflows using n8n, Claude, and Figma MCP to accelerate research synthesis and prototyping. Contributing to design-to-dev pipelines via Figma Code Connect, GitHub MCP, and Storybook.

Senior User Experience Designer

Oct 2022 – Dec 2025

Pronto Software Ltd · Rome IT / Melbourne AU

Owned the design quality bar across the entire product suite. Architected and maintained a scalable design system used across multiple SaaS products. Led end-to-end design of new features — from competitor research and service blueprinting through to high-fidelity prototypes ready for engineering handoff. Worked directly with product leadership to sharpen business vision and translate it into product strategy. Built lightweight n8n and AI-assisted workflows to automate design ops tasks and accelerate research synthesis. Key activities: design system ops, workflow design, personas, user stories, functional analysis, rapid prototyping.

Interaction Designer Associate Manager

May 2022 – Oct 2022

Accenture SpA · Rome IT

Hands-on systems and interaction design across Finance, Banking, Insurance, and Consulting verticals. Conducted UX audits, led design thinking workshops, supported team building and mentoring of junior designers. Managed client-facing presentations and design critiques.

Senior Digital Product Designer

May 2020 – May 2022

MINT SpA · Milan IT

Designed a new global Design System for a proprietary Marketing Operating System. Improved user journeys across the platform, working closely with PMs, BAs, and developers in Scrum. Key activities: UX/UI audit, UX mapping, wireframing, UI design, interactive prototyping, UX engineering.

UI/UX Designer

Jan 2018 – Jan 2020

Woven · Melbourne AU

Redesigned proprietary ERP, CRM, and CMS platforms. Developed multiple B2B UI kits for diverse business contexts. Designed a desktop and mobile e-commerce experience for a large home furnishings brand. Key activities: UX/UI audit, wireframing, UI design, high-fidelity prototypes, client consultation.

User Interface Designer

Feb 2020 – Apr 2020

Intesa Sanpaolo SpA · Milan IT

Improved GUI and designed workflows for a financial system. Key activities: UX/UI audit, UX mapping, wireframing, high-fidelity clickable prototypes, stakeholder consultation.

EXPERIENCE (CONT.)

Junior UI Designer

Nov 2016 – Oct 2017

LaChioccia.org · Messina IT

Designed desktop and mobile website templates for financial consulting and healthcare clients.

Visual Designer Intern

Jan 2015 – Jul 2016

Hopeful Wind Energy Technology · Parma IT / Guangdong CN

Designed official B2B brand assets. Assisted in developing a brand platform for the Italian market.

SKILLS

Craft

Interaction Design
Design System Architecture
High-Fidelity Prototyping
UX Engineering
Visual Systems
Information Architecture
Accessibility

AI & Tools

Figma · FigJam
n8n Workflow Automation
AI-Assisted Research & Synthesis
Prompt Engineering
HTML & CSS · React
MS Clarity · GA · Hotjar
GitHub · Atlassian Suite

Process

Discovery & Framing
Service Blueprinting
User Research & Testing
Design Critique & Review
Cross-functional Collaboration
KPI Definition & Reporting
Agile / Scrum

EDUCATION

MA, Design

University for the Creative Arts (UCA) · London, UK

2021 – 2023 · Design strategy and innovation in business contexts

Master, Graphic Design

IED – Istituto Europeo di Design · Milan, IT

2014 – 2015 · Visual identity and marketing communication

Human-Computer Interaction

Università degli Studi di Messina · Messina, IT

2009 – 2010 · Training programme

LANGUAGES

Italian

Native

English

Full professional proficiency · C2