FEDERICA PAROLISI

Principal Product Designer at Gamindo · 5+ years in product design

federicaparolisi.com
federicaparolisi97@gmail.com
+39 338 570 5816

5+ years designing B2B SaaS, developer platforms and consumer apps. At Gamindo I lead product design through the shift from consultancy to product: I set the design direction, guide the games designer and shape product decisions with the PM.

EXPERIENCE

Principal Product Designer · Gamindo
2025 – now

- Lead product design on the Gamindo Builder during the company's shift from consultancy to product; guide the designer working on the games.
- Research, UX and UI from discovery to release: personas, onboarding, and turning one-client flows into features for every client.
- Own the design system, the component documentation standard and the product tone of voice.
- Run a bi-weekly adoption report on PostHog data to steer product decisions.
- Built Claude-powered skills that review copy, check flow states and document components in Figma.

Product Designer Expert · Mia-Platform
2021 – 2025

- Designed Mia-Platform's own product, the Console for developers, in agile, multi-disciplinary teams; redesigned its navigation from usage data.
- Ran user research and user tests; designed and consolidated the design system; designed for web accessibility (WCAG).
- Lead UX/UI designer for Trenord's website and app (including Phone Pass) and designer for QuicklyPro, a tele-rehabilitation startup.
- Designed the internal training activities for designers.

UX/UI Designer · Accenture
2021

- Native tablet product: interactions, interfaces, prototypes and chart animations, working in agile with the client.

Junior Art Director · Valentina Folli Studio
2019 – 2020

- 3D modelling, content creation, WordPress websites and research to bring innovation to clients.

RECOGNITION

- **Student Service Design Challenge** · finalist, 2021
- **Lova** · selected by FutureLab Shanghai as a promising sustainable design direction, 2021
- **2030 Home for Uncertain Times** · exhibited at COMBO Milano, 2020 · **Design for Designers** · Fuorisalone, 2017

EDUCATION

M.Sc. Product Service System Design
Politecnico di Milano · 2019 – 2022

B.Sc. Industrial Product Design
Politecnico di Milano · 2016 – 2019
110L/110 · Academic Merit Scholarship
Erasmus, Universidade do Minho, Braga

Samsung Innovation Camp
Samsung Electronics · 2020

SKILLS

Product strategy · User research · Usability testing · Personas · User flows · Prototyping · Onboarding · Design systems · UX writing · Product analytics · WCAG · AI workflows · Mentoring

TOOLS

Figma · FigJam · PostHog · Claude · Jira · Confluence · Miro · Adobe Illustrator, Photoshop, After Effects

LANGUAGES

Italian native
English fluent (B2)

AFTER HOURS

MADE WITH MALAFEDE

Crochet bags made by hand from recycled fashion yarn, each with its own name.