

Alessandro Confaloni

Product Designer · Fintech

Bologna, Italy
+39 347 389 2249
confaloni@mailo.com
[Portfolio](#)
[LinkedIn](#)

PROFILE

Product Designer with a background in fintech and digital payments, from early-stage ideas to live products. I work close to users, turning their feedback into concrete UX improvements.

EXPERIENCE

2023 – Present
Remote

Community & Product Experience Manager

[Plutus](#) · Digital Payments

- Built a continuous user feedback loop with the product team, informing new feature releases.
- Turned qualitative feedback into prioritised UX insights and requirements for design and development.
- Led community engagement programmes to strengthen user retention and brand trust.

2020 – 2022
Remote

Lead Product Designer

[Seedventure](#) · Fintech Crowdfunding

- Led the end-to-end design of an investment crowdfunding platform, from information architecture to high-fidelity prototypes.
- Created the visual identity and a scalable design system that made handoff to development faster and more consistent.
- Aligned product vision and technical feasibility with developers and stakeholders.

2017 – 2019
S. Benedetto del Tronto

Product Designer, UX & Brand

[Coinplaza](#) · Trading Platform

- Created the platform's name, logo and full brand identity.
- Designed the trading interface and user dashboards from scratch.
- Redesigned onboarding and core pages to make the sign-up experience simpler and clearer.
- Implemented HTML/CSS to keep design fidelity and front-end performance.

2016 – 2017
Amsterdam

Product Design Intern

[Bitonic](#) · Financial Services

- Designed the marketing website and visual assets for the launch of a new financial product.

Earlier: Digital & CRM Intern, BeeWeb (2014–2015) · Independent Mobile UI Designer, Android theme published on Google Play (2012–2014)

EDUCATION

Master in User Experience Design Talent Garden, Rome	2022
MSc Theory & Technology of Communication University of Milano-Bicocca	2018
BA Communication University of Bologna	2015

LANGUAGES

Italian
Native
English
C1 · IELTS

SKILLS

Design	User Research, Interaction Design, Information Architecture, Design Systems, Prototyping, Branding
Product & Growth	Conversion Optimisation, A/B Testing, Funnel Analysis, KPI Definition, User Journeys
Tools	Figma, Sketch, Miro, Jira, HTML & CSS