Luca Artorelli

Senior Product Designer

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Portfolio: artorelliluca.design | linkedin.com/in/artorelliluca

Product designer and design leader with 16+ years of international experience across fintech, travel, e-commerce, social products and SaaS. Combines hands-on product design with design strategy and team leadership, working with Product and Engineering on complex journeys, interfaces and design systems.

Core skills

Product design and UX/UI design; interaction design; end-to-end user journeys; design systems; product design strategy; cross-functional collaboration; stakeholder alignment; team leadership and mentoring.

Tools: Figma and Framer for design and prototyping; Claude for AI-assisted design; Dovetail, Hotjar, UserTesting and Qualaroo for user research, feedback and behavioural insights.

Experience

Head / Lead Product Designer | Freelance

2024 - Present

- Deliver product design across B2B, B2C and SaaS projects, including digital identity, booking journeys, banking dashboards and design systems.
- Project work includes an end-to-end booking system for British Airways, a dashboard for First Abu Dhabi Bank's global transaction banking customers, and a design system for T-Mobile.
- Lead and scale design teams, mentoring junior and senior designers. Selected clients include NatWest, NHS, Seat Unique and National Bank of Kuwait.

Head of Product Design | Feeld

Apr 2024 - Oct 2024

- Led design strategy and the design team, working with Product and Engineering to prioritise new experiences and improvements across discovery, trust and safety, and monetisation.
- Combined team leadership with hands-on design work and key product decisions, bringing greater consistency between Feeld's brand and its product experience.
- Worked with the team on profile discovery, optional messages with Pings, Feeld Rooms and the Majestic membership upgrade experience.
- Design work included clearer profile information, subscription plan comparisons and a Share My Date journey with controls for location sharing, duration and trusted contacts.

Selected work: artorelliluca.design/work/feeld

Experience continued

Head / Lead Product Designer | Freelance

Apr 2018 - Mar 2024

- Led and scaled design teams across digital product engagements, including work for MoMA, Audi and Savills.
- Worked on AirTime 3.0, an in-flight entertainment platform, alongside app and digital experience projects for agency and client teams.

Global Design Manager | HomeAway (Vrbo)

Apr 2016 - Apr 2018

- Built and managed an international design and development team, growing it to 55 designers and developers.
- Aligned teams and stakeholders across multiple markets on project goals, expectations and delivery.

Senior Visual Designer | Freelance

Mar 2012 - Feb 2016

- Designed apps, websites and campaigns for agency clients including McLaren, Coca-Cola, Virgin Media, Lloyds Bank, O2 and OP Bank.

Senior Visual Designer | Freelance, New York

Jan 2011 - Mar 2012

- Worked with agencies on visual design for apps, websites and campaigns.

Junior Art Director | MARVEL, Italy

Jan 2009 - Dec 2010

- Designed apps, websites and campaigns as part of agency work.

Education and professional development

Degree in Art Direction and Communication

IED, European Institute of Design, Milan | Sep 2005 - Jun 2008

Human Computer Interaction course

Stanford University | Oct 2013

Human-centred design and interaction design principles. Instructor: Scott Klemmer.

Visual Design and Communication courses

Silicon Valley, California | Aug 2011 - Dec 2011