

Riccardo Paloppi

Product Designer · Frontend & AI-fluent · Remote-first EU

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Based in Italy · Available for remote-first EU opportunities

SUMMARY

Product Designer with 5+ years focused on product design and 15+ years in digital design overall. End-to-end ownership of digital products, from research and UX/UI to shipped React/TypeScript code. Recent work spans regulated industries (Public Administration, healthcare, finance), an early-stage B2B2C startup, and institutional clients across the UAE. Looking for remote-first EU product teams (or Mediterranean hybrid) where design ships end-to-end.

EXPERIENCE

Product Designer

10/2023 — Present

Btinkeeng Digital Advisory · Full-remote

Product designer working on complex digital products in regulated and B2B contexts, with responsibilities gradually expanded from UX/UI execution to frontend ownership on selected projects.

- **AI assistant for internal audit** (Italian public-sector client, postal services) — UX/UI design of an AI assistant for generating internal audit plans. Work on AI interaction patterns specific to regulated contexts: prompt structure, output approval flow, error and fallback states. *Design delivery in 4 weeks vs 8 initially estimated.*
- **B2B dashboard for a manufacturing group** — UX flow + autonomous frontend development, bypassing the Figma step for direct alignment with the client's existing Vue repo. *FE-first approach → 2 sprints saved vs standard Figma-handoff workflow.* Currently in validation with the client's sales team.
- **Accessible mobility app** (regional public-sector client) — ~30 screens and components for a transport service designed for vulnerable users. End-to-end WCAG 2.1 / AGID compliance, dedicated design system. *Published in portfolio as anonymized case "Rideflow".*
- **Tracksy** — Internal Btinkeeng tool for monitoring hardware status across enterprise projects. Full UX/UI + direct frontend, end-to-end ownership of content and information architecture.
- **Cross-cutting** — introduction of AI-assisted workflows (Claude, Figma Make, Midjourney) for exploration, prototyping, and delivery acceleration. Support to pre-sales and project estimation.

Brand, Design & Media Lead

03/2026 — Present

Amazed · Early-stage B2B2C startup (stealth, launching Q3 2026) · Italy, remote

Founding designer at a consumer mobile startup in pre-launch. End-to-end ownership of brand identity, design system, PWA frontend implementation, and digital communication.

- **Brand identity from scratch** — logo, mascot, palette, typography, tone of voice, guidelines. Physical commercial materials (business cards) and digital (email signatures, OG cards).
- **Product design + design system** — information architecture, user flow, and UI of a mobile-first PWA. Custom design system with 12+ reusable UI components (Tailwind tokens, Storybook), accessibility and motion design patterns.
- **Frontend implementation** — PWA in React 18 + Vite + TypeScript with TanStack Router/Query, Tailwind, integrations with Mapbox GL, ZXing scanner, Stripe payments, Keycloak SSO, i18next, PostHog. Production deploy on Vercel via CI/CD GitHub.
- **Trilingual landing (IT/EN/DE)** — design and development in Next.js + Supabase + Vercel, with monetization survey, GDPR compliance, and multi-language SEO.
- **Contract-first coordination** — OpenAPI workflow with the CTO to parallelize FE and BE without bottlenecks. Mediation between founders, advisors, and technical stack on scope trade-offs.

Brand Designer & Frontend Developer *(periodic engagement)*

03/2025 — Present

PLM Financial Advisory & CIMA Finance Emiratisation Think Tank · Dubai, UAE · Remote from Italy

Lead designer and developer for the digital and visual identity of PLM Financial Advisory (financial advisory firm serving UAE family groups and sovereign fund portfolios) and of the Finance Emiratisation Think Tank powered by CIMA & AICPA — a national initiative aligned with UAE Vision 2031, launched February 2026 at Sky Tower, ADGM.

- **PLM brand identity** — logo, visual system, brochure, rollup, business cards. Coordination with local print vendors in Dubai and pre-launch timeline.
- **Bilingual EN/AR institutional websites** — design and development of *plmfinancial-advisory.com* and *thinktank.plmfinancial-advisory.com*. Full RTL support, WCAG AA accessibility, auto language detection, SEO optimization.
- **Stack** — single-file static HTML, Vercel deployment, Cloudflare DNS, GitHub source control. Intentional choice of lightweight stack prioritizing reliability and iteration speed over engineering complexity.
- **Cross-cultural and cross-timezone coordination** — direct interaction with PLM's CEO (Board Member of the Think Tank) and CIMA GCC team, including last-minute updates during press release cycles.
- **Visibility** — CIMA endorsement (175+ countries, 698K+ members), board including former Abu Dhabi government executives and former AICPA & CIMA Board Chair. Coverage in regional press (Gulf News).

Product Designer

04/2022 — 03/2023

Kaaja · PropTech Startup · Full-remote

Sole designer at the company, reporting directly to CTO and founders. End-to-end ownership of the design system and cross-functional contribution to new product features.

- **Figma + Storybook design system** — definition, evolution, and governance (components, tokens, documentation). Visual language alignment across Product, IT, Operations, and Marketing teams.
- **Product design** — interfaces and user flows for the real estate transaction digitalization product, both user-facing and backoffice.
- **Handoff** — ongoing collaboration with the FE team via Chromatic Storybook.
- **Marketing assets** — landing pages and digital assets for CRM and marketing automation, consistent with the design system.

UX/UI Designer · Freelance

11/2020 — 03/2022

Italy · Remote

Gradual transition from Art Director to Product Designer through freelance consulting: UX/UI for companies and professionals, branding, and visual design.

Art Director · Web Designer · Frontend Developer

2010 — 2020

Babol · 77Agency · Camastudio · Gruppo Mondadori · Italy

10 years across B2B agencies (Babol, Bergamo) and digital adv agencies (77Agency, Milan) before transitioning to Product Design in 2022. Key clients at Babol: **Stabilo Italia** (360° management of adv, catalogs, exhibition stands, commercial materials) and **melogranoblu** (handblown glass lighting brand for international luxury clientele; catalogs and website). Early experience (2010-2011): Frontend Developer at **Camastudio**; internship in Syndication & International Activities at **Gruppo Mondadori**.

KEY SKILLS

- **End-to-end UX/UI Design** — from research and wireframes to final UI and developer handoff.
- **Design Systems** — definition, evolution, governance, and documentation (Figma + Storybook).
- **Frontend implementation** — direct implementation of designs in React/TypeScript and Vue on selected projects.
- **AI-assisted workflows** — integration of generative AI into design and exploration processes (strategic use, not as deliverable).
- **Digital Accessibility** — design compliant with WCAG 2.1 / AGID.
- **Cross-functional collaboration** — coordination with Product, Tech, Business teams and client stakeholders in regulated and cross-cultural contexts.

TOOLS & TECHNOLOGIES

Design	Figma (advanced — components, variants, libraries, variables, dev mode), Adobe CC, prototyping low/mid/high-fidelity
Frontend	React, TypeScript, Next.js, Vue, Tailwind, Shadcn/ui, Storybook
AI workflows	integration of generative AI in the design process — UI exploration with Claude and ChatGPT, design exploration with Figma Make, consistent image and video clip generation with Midjourney, rapid prototyping with DeepSite and Orchids
Analytics & CMS <i>(occasional)</i>	PostHog, Google Analytics, Sanity, Strapi
Delivery	Vercel, GitHub, Jira, Confluence, Slack, Teams
Accessibility	WCAG 2.1, AGID, inclusive design patterns

LANGUAGES

Italian	Native
English	Fluent (C1)

SPEAKING & COMMUNITY

- **Panelist** — Methodcamp by Sketchin (talk on AR/VR), 2015
- **Design mentor** — ADPList *(ongoing)* and Hack the City Chiasso, 2016 and 2017 editions

EDUCATION

- **UI Design Part-Time Master** — Talent Garden Innovation School, 2021
- **High School Diploma in Applied Arts** — Istituto Statale d'Arte di Monza, Italy, 2009 (design and visual communication)
- **Continuous learning** — Interaction Design Foundation, Google UX Design, AI-First Designer School (ADPList)