

Loris Rigoni

Senior Product Designer

Web Platforms & Digital Products · Product Strategy, Design Systems & UX Research

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Como, Italy

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Senior Product Designer with 10+ years of experience in web platforms and digital products. I connect user needs with business goals, turning complex requirements into scalable, high-performing experiences, from discovery and research to design systems and final UI, working closely with product managers, engineers and C-level stakeholders.

Experience

Senior Product Designer

Nov 2024 – Present

Dst – Creative Tech Company · Milan · Main client: Telepass

- Continue to drive design for Telepass web products, a collaboration running since 2019 across agency, in-house and consultancy roles.
- Define digital strategy and UX/UI and communication solutions, using product data and market trends to optimise the user experience.
- Simplify complex business processes through Design Thinking and Service Design; contribute to pitches and consulting for new clients.

Product Designer

Jun 2021 – Oct 2024

Telepass · Milan

- Joined in-house after leading the Telepass rebrand as a consultant; owned UX/UI strategy for presenting offers and services across 4 corporate web portals serving 7M customers.
- Coordinated the 4-person Content team, together with the Product Manager, managing products on Contentful CMS.
- Evolved and governed Resin, the internal design system, creating 49+ components with cross-functional design and engineering teams.
- Ran user testing, behaviour analysis (Clarity, Google Analytics) and A/B tests to ground design decisions in evidence.

UX/UI Designer

Nov 2019 – Jun 2021

Wise Emotions · Milan · Client: Telepass

- Led the rebranding and redesign of Telepass web products.
- Created the new design system from scratch, along with content architecture, wireframes and prototypes.
- Managed day-to-day delivery with Telepass Marketing teams to launch offers and products.

UI Designer & Frontend Developer

Feb 2017 – May 2019

SNDS Social and Search · Lugano, Switzerland

- Coordinated the design team: 2 junior designers, plus apprentices and interns.
- Designed and built responsive websites, web apps and e-commerce platforms for SMEs and large corporates in Switzerland and Italy.
- Worked with backend developers to integrate PostFinance, Stripe, PayPal and Amazon Pay payment systems.

Earlier experience · Web Designer & Frontend Developer at Volo Srl (clients Eolo S.p.A., M.S. Ambrogio S.p.A.); Art Director for HoliTrip events.

2013 – 2017

Skills

Strategy & leadership

Product strategy · Service Design · Design Thinking · Stakeholder management · Mentoring · Agile (Scrum)

Design & research

End-to-end product design · Design systems · User research · Wireframing & prototyping · Usability & A/B testing · Accessibility (WCAG) · Content design

Tools & AI

Figma · Adobe Creative Suite · Contentful · Clarity · Google Analytics · AI-assisted workflows

Certifications

Design Thinking – Workshop Skills

ELIS · 2026

AI for Product Management

Pendo & Mind the Product · 2025

Product Management Basics · Radical Product Thinking

Pendo & Mind the Product · 2025

Accessible Design for Web and Products

Telepass Training · 2024

UX Management: Strategy and Tactics

Interaction Design Foundation · 2023

Languages

Italian · Native

English · B2 (Upper-intermediate)

Education

Bachelor's Degree in Civil Engineering

Politecnico di Milano · 2012