

SARA GRANDIERI

Senior Product Designer based in London, UK

www.saragrandieri.co.uk | sara.grandieri@gmail.com | +44 793 0514765 | [LinkedIn](#)

PROFESSIONAL SUMMARY

Senior Product Designer with 14+ years of end-to-end experience designing intuitive digital products across consumer tech, retail, and e-commerce. Track record of leading research-driven design initiatives at Apple and Moonpig Group that measurably improved retention, engagement, and conversion. Equally strong in strategy and craft: from early discovery and stakeholder alignment through to design system governance and shipped product. Actively integrating AI tools into design practice to accelerate ideation and reduce time from insight to delivery. Looking for a Senior Product Design role where design has a real seat at the product table.

SKILLS

UX/UI Skills: UX Research & Usability Testing · Product Strategy & Discovery · Design Systems · Information Architecture · Interaction Design · Wireframing & Prototyping · Accessibility (WCAG 2.1) · A/B Testing & Metrics-Driven Design · Cross-Functional Collaboration · Stakeholder Communication

AI-Assisted Design: Claude Design (component & prototype generation) · Figma Agent & Make (prototype iteration) · AI-Assisted Research Synthesis · Prompt-Driven Concept Exploration

Design Tools: Figma (Design Systems, Prototyping, Auto Layout) · Framer · Sketch · Maze · Miro · Jira · Confluence · Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Product Designer

Moonpig Group (Buyagift, Experience Division) – London, UK | Nov 2025 – Present

- Lead end-to-end design of the voucher exchange platform - a multi-step redemption workflow serving customers and internal trading teams.
- Reframed the exchange platform from an operational catalogue to a personalised journey, based on analysis of three months of prior user research.
- Stepped in as the main point of contact between product and engineering when there was no dedicated lead, keeping the project moving.
- Built a working design system in Claude Design and delivered three tested prototype directions within one week, using functional artefacts to align stakeholders while the product's full constraints were still being mapped.
- Ran user testing on the gift card purchase flow, then validated the direction with a fake door test: increasing page visitors by 20% and average order value by 10% on the tested products.
- Maintained and contributed to a shared design system in Figma, bridging design, engineering, and marketing teams to ensure consistent, scalable UI across product and campaign surfaces.
- Integrate AI tools into the design workflow (Claude and Gemini for concept exploration, ChatGPT for research synthesis, Figma Agent for prototype iteration) reducing time from insight to design. Facilitated design workshop and mentored other designers to implement AI in workflow.

Apple

London, UK | Oct 2016 – Nov 2025

Genius | UX Insights & Support Strategy

- Conducted 8,000+ live support sessions, surfacing patterns in user behaviour and product friction that fed directly into feature revisions.
- Escalated recurring UX issues in internal support and retail tools to engineering, several leading to shipped fixes and feature updates.
- Developed deep empathy for end-users navigating complex products under pressure, informing design decisions.
- Trained and up-skilled colleagues on troubleshooting complex product issues, extending direct customer contact into broader support workflows.
- Trusted product expert across software and hardware, blending service design thinking with real-time problem solving.

Visual Designer & Content Specialist — Internal Contract | Dec 2023 – Jun 2024

Seconded internally to deliver UX/UI design across multiple retail initiatives — working within a worldwide Apple retail design environment and shipping work across EMEA and the Indian market.

- Owned UX/UI delivery for an internal comms campaign rolled out to 500+ retail stores across IN; increased team engagement and sales results by 15%.
- Conducted discovery interviews and usability testing across EMEA leadership to uncover communication friction and store-level knowledge gaps.
- Designed and launched an internal tooling framework enabling 500+ stores to manage internal communication execution and localised messaging; reduced support escalations by 30%.

Independent Product Designer

Freelance – Remote | Jan 2017 – Present

- Delivered UX and product design for startups and clients across health, retail, and wellness industries.
- Led UX design for finance and health tracking apps; collaborated with PMs and engineers to launch features that improved user satisfaction by 18%.
- Created scalable UI systems and conducted iterative reviews to improve usability and ensure visual consistency across products.
- Translated a client-defined UX scoring methodology and heuristic library into a clear, user-friendly platform interface, using UX Pilot and Figma's AI-generation tools to accelerate design production.

Co-Founder & Product Designer

A&S Design Studio – Turin, IT | Feb 2010 – Dec 2016

- Led cross-functional teams of designers, photographers, and developers to deliver digital and print design solutions for high-end retail and lifestyle clients.
 - Designed and shipped responsive e-commerce platforms and campaign sites across multiple markets and localisations.
 - Introduced metrics-driven design reviews, resulting in a 28% conversion increase and improved user retention.
 - Managed full creative and technical direction for marketing campaigns, catalogues, and multi-channel experiences.
-

EDUCATION & CERTIFICATIONS

UX/UI Design – CareerFoundry | Graphic Design – Cali Institute of Art | Project Management – Coursera | Cert. Photography – ArtéVision, Turin | High School Diploma – ITC Carlo Levi, Turin

LANGUAGES

Italian (native), English (fluent), **Settled Status** - ILR