FRANCESCO BELVEDERE me@francescobelvedere.com | www.francescobelvedere.com | linkedin.com/in/francescobelvedere

Product Designer with 10+ years designing polished user interfaces for consumer, enterprise, and connected products, including SaaS and marketing platforms. I create purposeful, intuitive experiences that unite brand vision with user needs while bringing systematic thinking, current AI workflows, and collaboration to every project.

SKILLS & TOOLS

Web & Product Design | UX & UI Design | Design Systems | User Research & Testing
Brand Design | Visual Design | Rapid Prototyping | Figma | Claude AI | Cursor AI

EXPERIENCE

POSTPILOT | New York, NY

Lead Product Designer | Aug. 2025 – Feb. 2026

Solo lead designer on a complex B2B direct-mail marketing analytics platform, inheriting a fragmented, drifting Tailwind-based design system.

- Designed and shipped the platform's highest-impact page, Campaign Details, in about two months, working closely with one PM and three engineers, from fast foundational decisions on color and type to modular components that engineering implemented and QA tested in Storybook.
- Prioritized data hierarchy to tell a clear story on the Campaign Details dashboard, then used the live launch to gather direct feedback from marketing professionals and iterate.
- Owned an end-to-end UX flow for a market segmentation builder, moving from a fast clickable prototype through user testing and leadership approval before handoff to engineering.
- Delivered designs and prototypes for a campaign group builder, a benchmarks page, and a versions and budget-limit widget across the platform.

LUMOSITY | San Francisco, CA

Lead Product Designer | Feb. 2022 – Nov. 2024

Led the end-to-end UX and UI redesign of Lumosity's D2C health and wellness app, built around cognitive brain games, from visual direction through beta testing.

- Led a full UX and UI refresh across web and mobile, from onboarding to account flows.
- Built a foundational design system that improved implementation speed and design-engineering collaboration, partnering with engineers on Storybook documentation and QA testing for accuracy.
- Partnered with engineering to launch the redesign as a beta to a targeted group of users, then used the resulting qualitative and quantitative research to guide further design decisions and align changes with business goals.

Senior Product Designer | Dec. 2018 – Feb. 2022

Worked across product, brand, and marketing as Lumosity scaled, encompassing two MVP apps, brand identity, and email marketing systems.

- Led rebranding and end-to-end UX/UI design for two MVP mobile apps, from initial research through launch, both released to the app stores.
- Worked closely with the brand director on brand architecture, identity, and visual language for the core Lumosity product and sub-brands, laying the foundation for the redesign work that followed as Lead.
- Built a component-based email template system, rooted in the new brand refresh, that streamlined campaign production for Lumosity's marketing team.

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ORIGINATE | Los Angeles, CA

Director of Design | Feb. 2018 – Jun. 2018

Advocated for design's role in the product development process, staying hands-on with client projects, while promoting user research and usability testing across engagements.

- Mentored design team members and worked with organizational leadership to build a more user-centered practice.
- Continued hands-on IC work on agency projects and iterations of the company's marketing website design.

Senior Product Designer | Dec. 2015 – Feb. 2018

Led end-to-end product design in fast-moving, agile environments for B2B enterprise, Fortune 500, and startup clients, spanning web, mobile, and IoT products across a range of industries.

- Designed the UX and interface for complex, data-driven applications, testing and refining based on user feedback.
- Built the initial design systems for these projects, partnering with developers on Storybook implementation and QA testing for accuracy, giving each a consistent foundation to grow from.
- Built close working relationships with developers to streamline design-to-development handoff.

APPLE | Culver City, CA

Web Designer (eCommerce) | Jul. 2014 – Jan. 2015

Led the design transition of Beats' eCommerce platform into Apple, ensuring brand and UX consistency through the changeover.

- Documented UI components and design patterns to hand the system off clearly to the new team.
- Partnered with Apple's incoming design and engineering teams to establish design and collaboration processes that sped up implementation and supported QA across customer touchpoints.

BEATS BY DRE | Culver City, CA

Web Designer (eCommerce) | Mar. 2013 – Jul. 2014

Led UI design for Beats' global eCommerce platform during a period of rapid growth for the brand.

- Led the site's first transition to a fully responsive design, making the previously desktop-only experience usable on mobile.
- Owned a large-scale localization effort across 10+ languages, from UI for language selection to verifying translated content did not break functionality and layout across markets.
- Worked closely with the marketing team to design and implement homepage campaigns, including launches featuring high-profile talent.
- Partnered with a large offshore development team to QA releases and support international launches.

ADDITIONAL EXPERIENCE

Playboy Enterprises
Digital Designer (Marketing)

Rustic Canyon Restaurant Group
Brand Director & Creative Lead (Print & Digital)

Mistress Creative (The Many)
Graphic & Digital Designer (Advertising)

Taschen
Book Layout Designer

EDUCATION & CERTIFICATES

University of the Arts
BFA

DesignLab Certificates
AI for UX | 2025
Vibe Coding Camp | 2026

Flux Academy Certificates
Webflow Masterclass | 2026
Framer Masterclass | 2026