

Roberto Salodini

Product Designer

CONTACT

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www.robertosalodini.com

Portugal - EU/US hours

DESIGN

Figma - Adobe Suite

Webflow - Framer

Mixpanel - Hotjar

Github - Vercel

AI & PROTOTYPING

Cursor Agents

Claude Code

Figma Make - Galileo AI

Lovable - Replit

METHODS

Design Thinking - User Research

Iterative Prototyping - Agile

LANGUAGES

Italian Native

English Fluent

Spanish Conversational

EDUCATION

Politecnico di Milano & Tongji Shanghai

Master Degree. Product & Service System Design - 2014

Politecnico di Milano

Bachelor Degree,
Industrial Design - 2011

OUTSIDE WORK

When I'm not designing, I'm out exploring. New countries, new cultures, and whenever possible, new waves.

Senior Product Designer with 10+ years of experience building across the full product scope. Spanning climate tech, fintech and travel. Translating complex data into intuitive interfaces, from 0 → 1 and through large scale redesigns. Genuinely motivated by climate and sustainability.

EXPERIENCE

ISeeChange

2023 - Present

Senior Product Designer

- Redesigned Cities and Utilities Dashboard for climate resilience insights
- Improved onboarding & simplified user flows, increasing posts 80% → 85%
- Developed a full design system across apps, dashboard and web
- +20% lead generation through website and brand strategy overhaul
- Led UI and usability work tested by officials in Miami, New Orleans, and Miami-Dade

Hostelworld

2021 - 2023

Senior Product Designer

- Designed and launched new social features (Chats, Solo System)
- Apps channel grew from 40% to 60% of bookings since launching the network, and growing bookings by 50% YoY in 2023
- 67% of all bookers (1.4M users) joined the new social features within 18 months of launch
- Google Play Store ratings increased from 3.8 to 4.5

Zuper GmbH

2018 - 2021

Lead Product Designer

- Led the full product design 0 → 1 of a fintech budgeting platform
- Defined and implemented a consistent brand and visual system
- 2019 European Startup of the Year - Grind category at Startup Grind Europe

PRSD Agency

2016 - 2018

Product & Visual Designer

- Redesigned the internal platform of the World Food Programme (UN)
- Delivered visual identity and UI for startups and corporate clients
- Led website and brand redesigns from brief through implementation

Freelance Designer

2016 - Present

Product & Visual Designer

- Collaborating with startups and mid-sized companies, including Toptal
- Specializing in web and app design for sustainable and tech-driven products