Matteo Miele

Product & brand designer | Now working independently across UX/UI & identity.

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SUMMARY

Senior Product & Brand Designer with 10+ years across B2B and B2C digital platforms. Cut Virgin Media's onboarding support tickets 40%, lifted Dods's sales conversion 30%, and built a design system spanning nearly 2,000 components. Works end to end, from brand strategy and research through UI, prototyping and design systems. Front-end background, so handoff and technical detail come naturally.

EXPERIENCE

Product Design & Brand Strategy Consultant

Mar 2024 – Present

Studio Miele (Self-Employed)

Italy, working internationally

Independent design practice covering branding, product design and UX/UI for startups and agencies, working solo across research, strategy and delivery.

- Took an AI chatbot service from idea to MVP, covering research, branding, product design and motion, and reached a 5.8% conversion rate on the primary call to action.
- Designed a narrative-driven site and short purchase flow for the same product, hitting 68% average scroll depth and 27% returning visitors.
- Delivered branding and landing page campaigns for Meta Ads clients across multiple sectors.
- Built Figma component libraries and design systems for startup and agency clients to speed up developer handoff.

Senior Product Designer

Jan 2023 – Mar 2024

CI&T

London, UK

Led UX/UI design for enterprise clients across telecom and energy sectors.

- Redesigned Virgin Media's onboarding dashboard, cutting onboarding support tickets 40% and easing pressure on the customer service team.
- Led the UI and design system for Metis, a green-energy brand, reaching a 74% completion rate on its savings calculator.
- Scaled design system components across multiple product workflows, improving interface consistency and developer handoff.

Senior UI Designer

Nov 2021 – Jan 2023

Somo Global

London, UK

Earned promotion to Senior within probation by mastering advanced design systems and design tokens, backed by a front-end development background.

- Worked on Volkswagen's internal design projects as part of the studio's enterprise design work.
- Rebuilt Dods's political intelligence SaaS platform and shipped a nearly 2,000-component library, lifting task completion 42% and sales conversion 30%.
- Built reusable interface patterns for large-scale enterprise platforms, working directly with developers and stakeholders.
- Improved accessibility and interface consistency across several complex digital products.

UI Designer

Jun 2021 – Nov 2021

Somo Global

London, UK

- Built reusable UI components for large-scale digital platforms, laying the groundwork for promotion to Senior five months later.
- Delivered responsive, mobile-first interfaces within agile, cross-functional teams.

UI Designer
Nov 2020 – Jun 2021

MVF Global
London, UK

- Optimised high-traffic digital products through UX/UI refinement, CRO and conversion-focused design.
- Ran UX changes and A/B tests across hundreds of website templates for Expert Market and Approved Index, two large comparison platforms.
- Improved comparison page templates using behavioural data and test results.

Brand Designer
May 2020 – Nov 2020

Wiredmark (Contracting)
Birmingham, UK

- Led a new visual identity system for the agency, covering guidelines, digital assets and responsive web design.
- Translated strategic positioning into a consistent visual language across digital, editorial and communication touchpoints.
- Shaped the agency website and digital experience to strengthen brand presence and positioning.

UI Designer
May 2018 – May 2020

Passion Digital
London, UK

- Worked across UI, UX, social campaigns, HTML5 banners and print for healthcare, retail and agency clients, and led junior staff at times.
- Delivered interactive prototypes and animated campaigns across web, mobile and marketing channels.
- Integrated motion and interaction across web, mobile and campaign experiences.

Designer / Front-end Developer
Mar 2017 – Mar 2018

Ace Digital London
London, UK

- Designed and built 15+ WordPress websites in a single year as a front-end developer.
- Managed a remote team of around 10 developers and handled client and account management for complex builds.

SKILLS

Product Design
Product Strategy
UX/UI Design
User Flows
User Journey Mapping
Wireframing
Prototyping
Interaction Design
Usability Testing

Growth & Marketing
CRO
A/B Testing
Conversion Optimisation
Web Analytics
Digital Campaigns
SEO-Aware UX
Performance Optimisation

Collaboration
Stakeholder Management
Cross-Functional Collaboration
Agile
Client Management

Design Systems
Design Systems
Component Libraries
Design Tokens
Modular UI
Accessibility
Design System Governance
Developer Handoff
Scalable Architecture
Storybook

AI & Automation
Open-Weight LLMs
Rapid Prototyping
Vibe Coding
AI Agent Automation
Weavy (nodes)
GitHub
Supabase

Tools & Technology
Figma
After Effects
Lottie
HTML/CSS
WordPress
AI-Assisted Design Workflows
Front-End Development
Adobe Creative Cloud
Google Analytics
Maze
Hotjar

Brand & Visual Design
Brand Strategy
Visual Identity
Brand Guidelines
Art Direction
Motion Design

EDUCATION

After Effects CC, Motion Design — 2019
Media Training Ltd — London, UK

Graphic Design + Web UI/UX, Graphic Design — 2013
ILAS Accademy — Napoli, IT

Communication Techniques for New Job in Tourism 2, English Language & Professional Communication, B2 — 2012
Oxford Town Hall — Oxford, UK

LANGUAGES

Italian *Native* **English** *Bilingual*

Spanish *Fluent* **Portuguese** *Fluent*

AWARDS & RECOGNITIONS

The Drum Content Awards 2020 — Nov 2020
Led end-to-end UX/UI design for DailyFX's DNA FX interactive trading quiz, from user research and ideation to accessible interface design. Winner of the Best Financial Services Award.

Design Rush, The Best Catalog Designs — 2025
Co-led the 68-page Passion Digital brand book as Creative Director and design lead, featured by Design Rush.