DIANA CAMPOS | Product designer

Milan, Italy. Willing to relocate in UE and LATAM
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Senior Product Designer with 10+ years building digital products end-to-end across fintech, marketplaces, e-commerce, and service platforms in Mexico and Italy. Hybrid profile combining UX/UI ownership with frontend development. Led multi-platform ecosystems in startup and enterprise contexts.

WORKING EXPERIENCE

POLIMI Graduate School of Management, UX Designer
March 2025 - Currently. Milan, Italy

Business school of Politecnico di Milano. Improving the UX of internal didactic platforms and the institutional website. Lead UX improvements across the didactic platform and institutional website, gathering requirements from Digital Innovation, Marketing and academic stakeholders. Run focus groups with students to surface friction points and translate insights into actionable design decisions. Coordinate external agencies to ensure delivery quality and brand compliance across third-party work.

Wash Out, Sole Product Designer (UX,UI, Frontend)
July 2020 - March 2025. Milan, Italy

On-demand car wash startup. Owned product design end-to-end across a 4-platform ecosystem. Led design of B2C customer app, B2B Washer operators app, institutional website, and internal operations dashboard. Conducted user research and usability testing with both customer and operator personas; insights informed product roadmap and operational decisions. Built and shipped the institutional website frontend (HTML, CSS, JavaScript), reducing dependency on external developers. Sole designer in the team, owned design ops, design system, handoff and stakeholder alignment with engineering and business.

Assist Digital, UX, UI Consultant
March 2019 - July 2020. Milan, Italy

UX consultancy. Embedded as designer in the My Vodafone B2C app project, the main self-service app of Vodafone Italy with millions of users. Worked side by side with the UX Lead and Vodafone product stakeholders to improve the My Vodafone B2C app experience. Contributed to the redesign of the offer activation flow, simplifying the user journey and reducing friction across key touchpoints.

Imille, UX, UI Designer
6 month internship. Milan, Italy

Creative digital agency. Contributed to multiple client projects simultaneously, focusing on UI and visual design. Collaborated with the design team on the analysis and implementation of design principles and high-fidelity prototypes.

Entrepids, Front-end Designer
May 2016 - December 2017. Mexico City

E-commerce agency serving multiple retail and consumer brands. Designed visual interfaces and built the frontend for multiple e-commerce clients as an internal consultant. Defined user experience guidelines to ensure consistency across digital touchpoints. Earned the Magento Certified Frontend Developer.

Tech & Design, Junior Web Designer
January 2015 - January 2016. Mexico City

Designing and developing new features for online banking platforms across multiple financial sector clients. Built responsive interfaces using HTML, CSS, JavaScript and Bootstrap, ensuring consistency and usability across digital touchpoints.

Carel S.A de C.V., Marketing & Communication
March 2013 - January 2015. Mexico City
In-house designer responsible for the visual communication of the brand. Designed and produced print materials, stationery and exhibition stands for trade shows. Developed and built the corporate website. Contributed to branding and visual identity initiatives to ensure consistency across all communication channels.

EDUCATION & SKILLS

Master in Interaction Design
NABA, Milan - 2018

Bachelor's degree in Design and Visual Communication
National Autonomous University of Mexico, 2008–2013

UX | UI: Figma, Webflow, Adobe Suite, Lottie, Zeroheight
Web: HTML, CSS, SASS, Javascript
Research & Collaboration: Maze, Hotjar, Miro, FigJam
AI & Productivity: GitHub, Copilot, Microsoft 365
CMS. Sitecore content editor and page builder, Ghost CMS

Languages: Spanish, English, Italian

Soft Skills: Stakeholder management, facilitation, cross-functional collaboration, agency coordination, communication