



FRANCESCO AGNOLETTA

SENIOR **PRODUCT DESIGNER & UX STRATEGIST**

I **help teams** design, ship, and scale user-centered digital products.

I **simplify complexity, shape** product strategy, and turn business goals into **intuitive experiences**.

About me

15+

years experience

B2B, SaaS

Cybersecurity, Fintech,
Educational

360° UX

UX architecture
Design Systems
Service Design
Project Management

Senior Product Designer with a strong focus on **UX strategy, product thinking, and design systems**. I work across discovery, design, and delivery, helping teams align business goals with real user needs.

I collaborate closely with product managers, developers, and stakeholders to transform complex requirements into clear, scalable, and measurable digital experiences.

What I bring



PRODUCT & UX
STRATEGY



DESIGN SYSTEMS
& SCALABLE UI



SERVICE DESIGN &
USER JOURNEYS



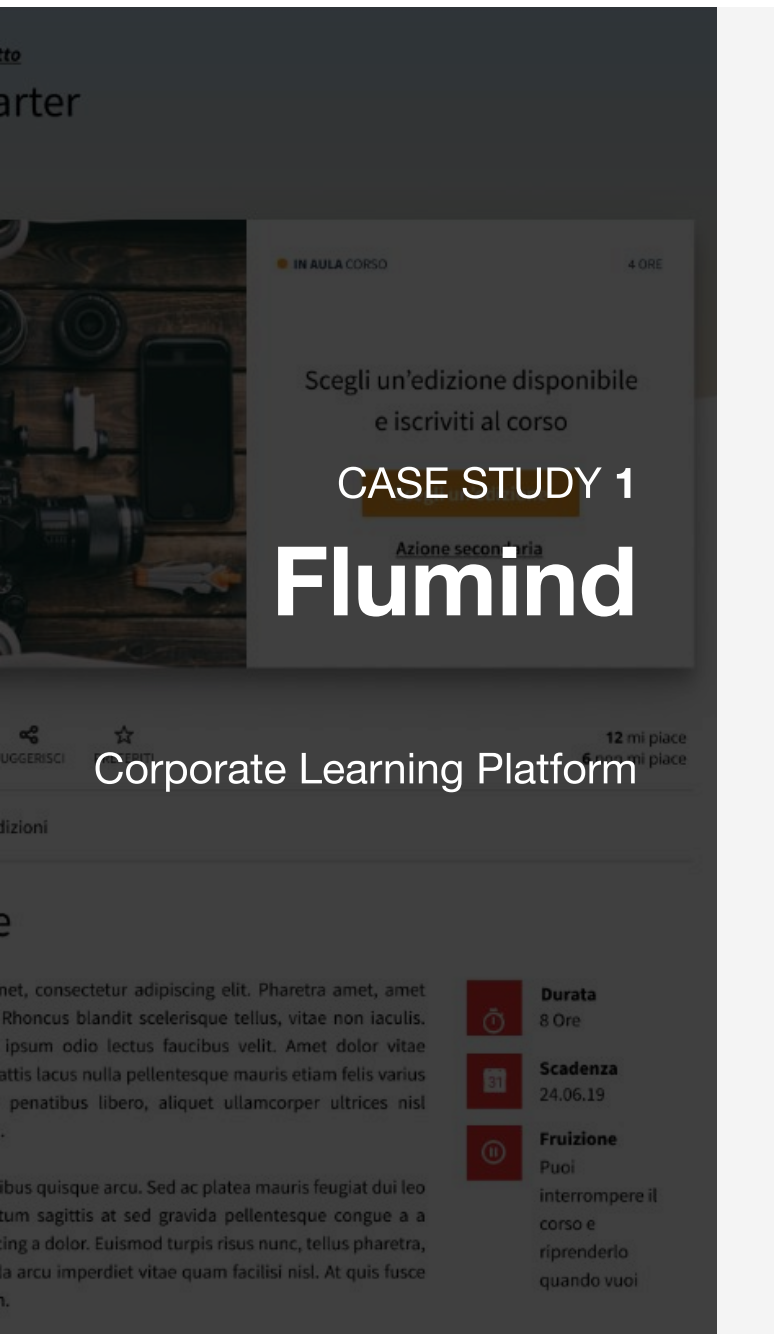
STAKEHOLDER
FACILITATION



DESIGN
HANDOFF



DESIGN TEAM
LEAD



Role

Senior Product Designer, UX Strategist, Marketing Support

Challenge

Design a corporate training platform that balances administrative complexity (HR, trainers, compliance) with a simple and motivating learner experience.

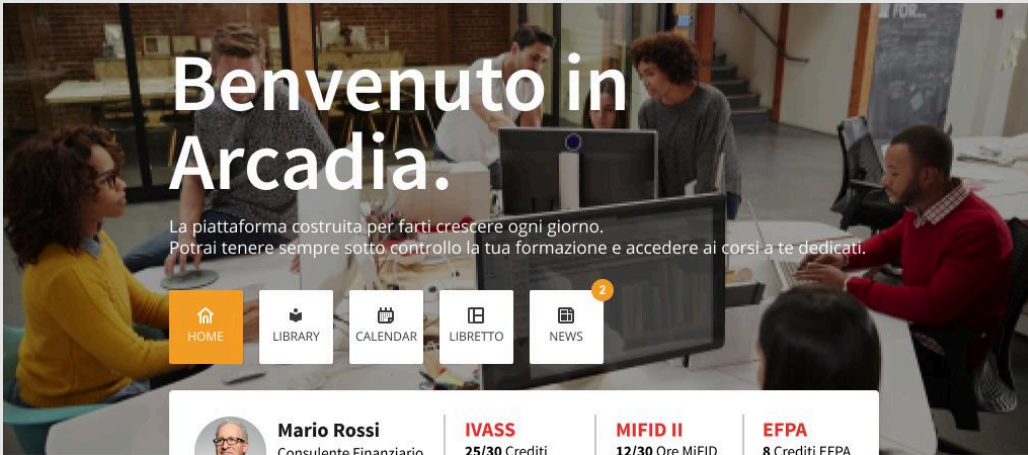
My Contribution

- Defined UX strategy and product structure
- Designed UI and component library
- Mapped user journeys for HR, trainers, and learners
- Supported go-to-market with content and social strategy

Impact

- Improved product positioning through FlumindTalk, a podcast on e-learning and corporate training
- Strengthened brand authority in the L&D space

FLUMIND



Benvenuto in Arcadia.

La piattaforma costruita per farti crescere ogni giorno. Potrai tenere sempre sotto controllo la tua formazione e accedere ai corsi a te dedicati.

[HOME](#)[LIBRARY](#)[CALENDAR](#)[LIBRETTO](#)[NEWS](#)

**Mario Rossi**
Consulente Finanziario
Divisione PB - FP

IVASS
25/30 Crediti
IVASS ottenuti nel
2019

MIFID II
12/30 Ore MIFID
accumulate nel
2019

EFPA
8 Crediti EFPA
ottenuti nel
2019

An Alloy production

Flumind TALK

Ascolta il nostro nuovo podcast!
FlumindTalk da voce agli esperti di Aziende, Enti di Formazione e Università per discutere di sfide e vantaggi del mondo della Formazione Digitale.

[VEDI LE PUNTATE](#)



9 GIUGNO

Puntata con Roberto Franchi di Valore Formazione

[ASCOLTA PUNTATA](#)

[Home](#) » [Titolo dell'oggetto](#)

Project Charter

★★★★☆



IN AULA CORSO4 ORE

Scegli un'edizione disponibile e iscriviti al corso

[Scegli un'edizione](#)

[Azione secondaria](#)

[MI PIACE](#)[NON MI PIACE](#)[SUGGERISCI](#)[PREFERITI](#)

12 mi piace
6 non mi piace

[Scheda corso](#)[Edizioni](#)

Descrizione

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pharetra amet, amet integer volutpat sodales. Rhoncus blandit scelerisque tellus, vitae non iaculis. Arcu, et pellentesque at ipsum odio lectus faucibus velit. Amet dolor vitae pulvinar faucibus vitae. Mattis lacus nulla pellentesque mauris etiam felis varius elementum leo. Posuere penatibus libero, aliquet ullamcorper ultrices nisl nullam pellentesque nunc.

In vitae eget odio at penatibus quisque arcu. Sed ac platea mauris feugiat dui leo at eu accumsan. Fermentum sagittis at sed gravida pellentesque congue a a quis. Ipsum ornare adipiscing a dolor. Euismod turpis risus nunc, tellus pharetra, pellentesque. Egestas nulla arcu imperdiet vitae quam facilisi nisl. At quis fusce rhoncus pellentesque nibh.

**Durata**
8 Ore

**Scadenza**
24.06.19

**Fruizione**
Puoi interrompere il corso e riprenderlo quando vuoi

Role

Product Designer, Developer, Strategist

Challenge

Help users move beyond expense tracking toward financial forecasting and AI-assisted decision-making, while maintaining trust and transparency.

My Contribution

- Defined product vision and roadmap
- Designed full UX and UI
- Built the prototype in Ruby
- Created product storytelling and presentation materials

Focus Areas

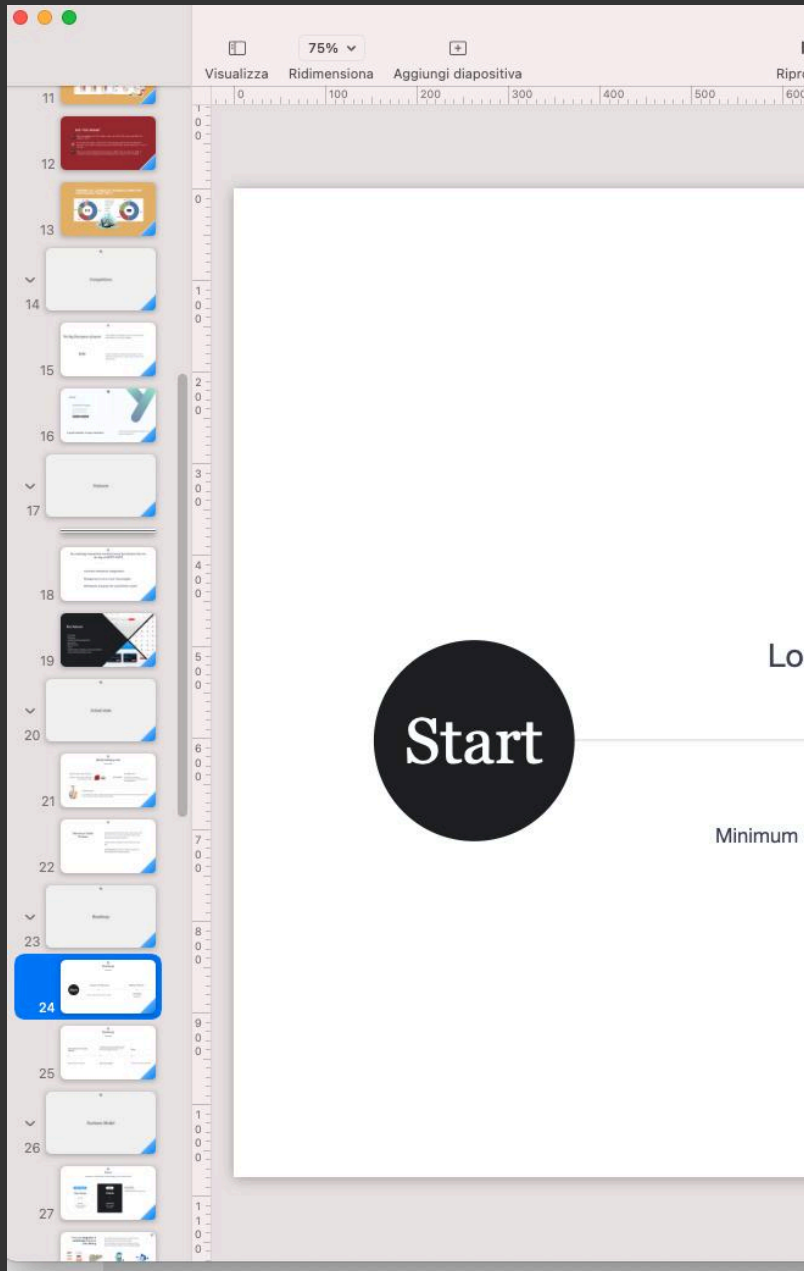
- Trust in financial data
- Clear predictive visualizations
- Human-centered AI suggestions

CASE STUDY 2

Personal Budget App

FinTech Prototype

Disconnect



PERSONAL BUDGET APP

ANNUAL BALANCE
€-1.025,62

INCOME
€4.144,91

SPENDING
€-5.170,53

€-1.025,62

IT69B0310412001000000822585 €4.581,63
€1.600,00

	January	February	March	April	May	June	July	August	September	October	November	December	Gifts and donations
Income	€ 82.81	€ -198.82	€ -141.09	€ -2.90	€ 0.00	€ 0.00							
Spending		€ -2.99	€ -106.10	€ 0.00	€ 0.00	€ 0.00							
Balance		€ 723	€ -55.10	€ 0.00	€ 0.00								
Utilities			€ -42.84	€ 0.00	€ 0.00								
Life insurance				€ 0.00									
Property insurance													
Home supplies													
Kids activities													
Toys													
Gas and fuel													
Pharmacy													

DEUTSCHE BANK
35
0310412001000000822585
BALANCE
€458.163,00
Disconnect

CREDIT_CARD DEUTSCHE BANK
MASTER_CARD
NUMBER
5425-32**-****-*320
AVAILABLE
€160.000,00
Disconnect

Add new
Select the
connect with a
Connect

Other projects

A selection of other significant projects

HELIOS

Confidential Cybersecurity Endpoint & Cloud Platform.

<https://portfolio.francescoagnoletto.com/work/cybersecurity-dashboard/>

ANORMA

NIS2 facilitator.

<https://portfolio.francescoagnoletto.com/work/anorma/>

DOGMA MOBILE APP

An intuitive tool for security monitoring and insights on existing APTs, attack types, and cyber hygiene best practices.

<https://portfolio.francescoagnoletto.com/work/dogma/>

CYBERSECURITY DASHBOARD

New way to interact with cybersecurity.

<https://portfolio.francescoagnoletto.com/work/cybersecurity-dashboard/>



LinkedIn

www.linkedin.com/in/francescoagnoletto

Online portfolio

<http://portfolio.francescoagnoletto.com>

Personal site - Medium

<http://francescoagnoletto.com>

Email

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Dribbble

dribbble.com/CiscoDesigner