Daniele Lanzetta

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⊕ **www.danielelanzetta.com**

Product designer with **8+ years of expertise** integrating UX, design systems, and front-end technologies within agile cross-functional settings

Principal UX Designer

Alpian, UBS | Contractor

Banking Fintech Wealth Mgmt

Sep 2021 - Feb 2025
⊙ Zurich, Switzerland

- Led cross-functional design team, guiding both designers and developers to build impactful **user experiences for large-scale products.**

- Collaborated and influenced strategic design decisions by **aligning UX initiatives** with business goals and long-term product vision, ensuring measurable user and business impact.

- Acted as a crucial liaison between development and design teams, ensuring seamless communication and collaboration to **align technical implementation** with design vision, resulting in flawless user experiences and consistent design system execution.

Sr. UX Designer

Credit Suisse | Contractor

Wealth Mgmt Investment Banking

Jun 2020 - Jun 2021
⊙ Zurich, Switzerland

- Worked closely with senior leadership to align design initiatives with the strategic goals of **wealth management and investment products**, ensuring the product roadmap supports business growth and client engagement

- Designed and scaled robust, component-driven design systems with Storybook, React, TypeScript, and design tokens, ensuring **seamless UX across** complex applications in the wealth management and banking sectors.

- Collaborated with research teams to gather and analyze user requirements, translating them user-friendly interfaces for investment dashboards, and seamlessly integrating design system components into **complex financial platforms.**

Sr. UX Designer

Nectar, Girgin | Contractor

Fintech ECommerce B2B

Jan 2018 - Jun 2023
⊙ Zurich, Switzerland

- Built several products and strategized multiple features for startup and big companies from concept to production on multiple platforms, handing off both, code and design.

- Transformed legacy infrastructure by **integrating modern design systems**, streamlining operations, and elevating UX for enterprise banking and insurance platforms.

UI/UX Designer

Cembra, Generali | Cognizant

Banking Insurance B2B / B2C

Jan 2015 - Jan 2018
⊙ Zurich, Switzerland

- Developed wireframes, interface mockups, **interactive prototypes** with motion design and produced UI for desktop and mobile devices for projects in Credit Suisse, Generali and Cembra Bank.

- Partnered with product managers, UX/UI designers, and developers to ensure smooth integration of design operations into product workflows, optimizing the development of wealth management tools and investment tracking dashboards.

Skills

DESIGN

Design Systems   UX Research   Prototyping   Design Tokens   A/B Testing   Wireframes

CODING

⚛ React   Ⓝ NextJS   ↘ SwiftUI   🌊 TailwindCSS   HTML CSS JS   🐷 Livewire

SOFTWARE

🎨 Figma   ◈ Sketch   🔮 Spline   Adobe suite   🅂 Storybook   ◆ JIRA   ₣ Framer   VSCode

Education / Languages

HS Degree in Computer Engineering
Currently pursuing a B.Sc. in Computer Science
IDF Master Class Certified

Italian, **Native**
English, **C1** German **B1**