

Daniele Lanzetta

Zürich, Switzerland • C Permit
lanzetta3@gmail.com
www.danielelanzetta.com

Principal UX designer with **10+ years** building complex, regulated products in **finance and healthcare**, integrating UX, design systems, and front-end technologies across cross-functional agile teams

Principal UX Designer

Dentsply Sirona

Healthcare · MedTech · Dental SaaS

Feb 2026 - Present
Zürich · via Luxoft

- Design end-to-end experiences for a cloud-based **dental treatment planning platform**, aligning UX with clinical workflows and product strategy.
- Introduced **AI-assisted design workflows** that streamline research synthesis, prototyping, and design system consistency across the team.

Principal UX Designer

Alpian, UBS

Banking · Fintech · Wealth Mgmt

Sep 2021 - Feb 2025
Zürich · via Capco

- Led a cross-functional design team, guiding designers and developers to build **user experiences for large-scale products.**
- Shaped strategic design decisions by **aligning UX initiatives** with business goals and long-term product vision, with measurable user and business impact.
- Bridged design and engineering to **align technical implementation** with design intent, keeping the design system consistent from Figma to production.

Sr. UX Designer

Nectar, Girgin

Fintech · E-commerce · B2B

Jan 2018 - Jun 2023
Zürich

- Took products and features from concept to production for startups and large companies across multiple platforms, handing off both code and design.
- Modernized legacy products by **integrating modern design systems**, simplifying operations and improving UX for enterprise banking and insurance platforms.

Sr. UX Designer

Credit Suisse, Cembra, Generali

Banking · Wealth Mgmt · Insurance

Jan 2015 - Jun 2021
Zürich · via Cognizant

- Partnered with senior leadership to align design with the strategy for **wealth management and investment products**, supporting business growth and client engagement.
- Designed and scaled component-driven design systems with Storybook, React, TypeScript, and design tokens, delivering **consistent UX across** complex banking, wealth management, and insurance applications.
- Turned research insights into wireframes, **interactive prototypes**, and desktop and mobile UI for investment dashboards and **complex financial platforms.**

Skills

AI

Claude Code · Figma MCP · Prompt Engineering · AI Prototyping · AI Agents · AI UX Reviews

DESIGN

Design Systems · UX Research · Prototyping · Design Tokens · Accessibility · A/B Testing

CODING

React · NextJS · Flutter · SwiftUI · TailwindCSS · HTML CSS JS

SOFTWARE

Figma · 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** (KDE certified)