

MICHELE BRIGANTE

SENIOR PRODUCT DESIGNER

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SPECIALISATION

B2B Fintech
Payments & Foreign Exchange
UX & UI Design
Design Systems
User Research
Design Leadership

TOOLS

Figma
Claude
VS Code

EDUCATION

2010 – 2011

MSc Human-Centred Systems

City University, London

2000 – 2004

BA Multimedia, Arts & Music

Università degli Studi, Turin

LOCATION

Copenhagen, Denmark

EXPERIENCE

SENIOR PRODUCT DESIGNER

Apr 2024 – Present

Danske Bank · Copenhagen, Denmark

- Lead designer for payments across Danske Bank's Nordic markets; conducting customer research, redesigning key payment flows, and contributing to UX guidelines and junior designer mentorship.
- Designed FX trading automation – enabling customers to create rules for top-ups, sweeps, and currency swaps to optimise liquidity management.
- Consolidated 13 internal tools into a single FX Sales dashboard, giving sales teams a unified view of customer trading behaviour to drive targeted advisory and increase trading volume.

PRINCIPAL PRODUCT DESIGNER

Feb 2019 – Mar 2023

UserZoom (Now UserTesting) · Barcelona

- Designed the moderated study scheduler (+57.6% unique customers YoY), redesigned screener logic (–40% creation time), and improved click test analytics (+19% usage, +25% performance).
- Saved the company \$337,500 by helping rescope a 6-month project, leading design across a 50+ person cross-functional team.

HEAD OF UX

Dec 2016 – Jan 2019

Wedoo · Turin, Italy

- Built and led a multidisciplinary team of 12, introducing UX processes and managing delivery across 30+ projects.
- Managed the team working alongside the Italian government agency on building the public administration design system.
- Led UX design for Fiat Chrysler Group's car configurator, delivering a complex multi-market vehicle customisation experience.

SENIOR UX DESIGNER

Aug 2015 – Nov 2016

Wedoo · Turin, Italy

- Designed wireframes, prototypes, and ran usability studies across cross-platform digital products.

EXPERIENCE DESIGNER

Oct 2013 – Dec 2014

Foolproof · London, UK

- External UX design consultant for high-profile clients including Santander, HSBC, and Lloyds.