

CHIARA CANTU

LEAD PRODUCT DESIGNER

+39 340 5140706 · chiara.cantu@outlook.com · Milan, Italy · [linkedin.com/in/cantuchiara](https://www.linkedin.com/in/cantuchiara) · Project Portfolio: [chiaracantu.com](https://www.chiaracantu.com)

SUMMARY

Lead Product Designer with 7+ years shaping complex digital products for global brands including Lamborghini, Intesa Sanpaolo, Nestlé, Tetrapak, and Poste Italiane, reaching 1M+ users across enterprise and consumer platforms.

Specialized in UX Strategy and end-to-end product design, worked as strategic design partner for product owners and business stakeholders owning design decisions from discovery through delivery and contributing to product vision and roadmap definition.

Managed and mentored 2 junior designers, coordinating daily with cross-functional international development teams of 10-15 people.

WORK EXPERIENCE

Lead Product Designer Capgemini, Milan 2024 - Present

- Led product design activities with product owners and business stakeholders, contributing to product strategy, KPI prioritization and strategic roadmap definition
- Managed and mentored 2 junior designers, coordinating daily with cross-functional international development teams of 10-15 people
- Facilitated 30+ co-design and innovation workshops with business stakeholders and product owners.
- Advised business stakeholders on Generative AI integration opportunities, leveraging AI tools to enhance design output quality and accelerate delivery
- Reduced design review iterations by 18% through improved Figma documentation and handoff quality
- Key clients: Lamborghini, Intesa Sanpaolo, Volkswagen, Poste Italiane, Generali, Marelli, Leasys, Tetrapak

UX/UI Design Professor Start2Impact, Milan 2025 - Present

- Evaluated 40+ UX/UI Master’s students annually, providing iterative feedback on wireframing, prototyping, and user testing projects.
- Mentored and coached junior designers on UX/UI methodologies, design thinking, and end-to-end project development.

Product Designer frog, part of Capgemini, Milan 2021 - 2023

- Designed 20+ digital interfaces and user flows for web and mobile products across diverse industries including gaming, retail, transport, and financial services
- Delivered end-to-end UX and UI design for global brand clients in a fast-paced, multidisciplinary Agile environment
- Built strong cross-functional collaboration skills working alongside product managers, developers, and strategists on complex digital products.

Junior Product Designer Next different, Milan 2019 - 2021

- Designed data-driven B2B platforms including KPI dashboards and data visualization tools for global brands including Amazon, Sky, Nielsen, and Barilla

CORE SKILLS

- Design Ops & AI:** Design Systems, Design Systems Governance, Workflow Automation, Prompt Engineering, Generative AI Tools, AI-Powered Design
- Product Strategy & Research:** UX Research, Qualitative Research, Quantitative Research, Stakeholder Management, Agile, Product Strategy, Design Thinking
- Experience Design:** UX Design, UI Design, End-to-End UX, Interaction Design, Prototyping, Wireframing, Accessibility, WCAG 2.1, WCAG 2.2, Inclusive Design
- Technical Toolkit:** Figma, Adobe Creative Suite, Hotjar, Maze, Jira, Tableau, Looker Studio

LANGUAGES

Italian: Native - English: Proficient (C1) - Spanish: Intermediate (B1) - German: Basic (A1)

EDUCATION

Connected Manager Program Capgemini University and Harvard Business Publishing 2024 - 2025

Executive Master in Women’s Leadership SDA Bocconi, Merit-based award from Soroptimist International 2020

MSC in Product Service System Design (PSSD) Politecnico di Milano (Polytechnic University of Milan) 2017 - 2019
Taught in English, 110/110 cum laude, GPA 4.0/4.0, Merit Awards

Erasmus Program ELISAVA, Barcelona, Spain 2019

BA in Product design Politecnico di Milano (Polytechnic University of Milan) 2014 - 2017
106/110, GPA 3.8/4.0, Merit awards - 99eLode Program Cariplo Factory (Top 99 graduates in Italy for Digital Innovation)

CERTIFICATION

- Generative AI Leader** Google
- Agile Methodology** Scaled Agile
- Designing for Accessibility WCAG 2.2** Coursera