

Tommaso Guidotti

Lead Product Designer

Remote from Italy

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Profile

Lead Product Designer with 12 years of experience across 13 sectors, specialising in zero-to-one product design and end-to-end UX. I've worked embedded within some of the UK's most respected design consultancies - ustwo, ELSE, AllofUs, Manyone - delivering products for global clients including Google, HSBC, Christie's, Gen Digital and Warner Music.

I work independently through my own studio, atomdot, taking on long-term embedded engagements where I function as a full design lead: owning a product area, working directly with product and engineering, and seeing work through from strategy to production. I'm based in Florence, Italy and work fully remotely.

Experience

Product Design Lead • Google Merchant Shopping

ustwo • Freelance

Nov 2024 – Apr 2026 • London, UK (Remote)

Embedded as the lead designer within Google's Merchant Center team, responsible for rethinking core UX patterns across business-critical user journeys as the product evolved to incorporate conversational AI.

- Audited and redesigned UX patterns across a series of high-traffic, revenue-critical journeys
- Created new interaction patterns for conversational AI features, integrated into the existing design system
- Worked as a fully embedded team member alongside Google PMs and engineers throughout
- Led regular design reviews and presentations to senior Google stakeholders

B2B • e-Commerce • Artificial Intelligence

Product Design Lead • Google Deepmind

ustwo • Freelance

Nov 2023 – Mar 2024 • London, UK (Remote)

Led a dedicated design task force to restructure and reorganise content architecture for DeepMind, making information more accessible to both human users and AI systems. An early and significant piece of AI-readiness design work.

- Led a team of 2 designers across research and design streams
- Defined the content model and UX approach for AI-accessible information structures
- Presented findings and design recommendations to senior DeepMind leadership

B2B · Artificial Intelligence · Information Architecture

Product Design Lead • Gen Digital

Else London • Freelance

Oct 2022 – Nov 2023 • London, UK (Remote)

Led the end-to-end design of Midy, a new digital identity wallet for Gen Digital (parent company of Norton, Avast and Avira), allowing users to share verified personal information online without surrendering unnecessary data. The project included a parallel stream exploring Self-Sovereign Identity via Web3.

- Led a team of 6 designers across UI, UX and research disciplines
- Defined the product vision, information architecture and core interaction model from scratch
- Shipped a product that addressed a genuinely novel and complex privacy design problem
- Coordinated design across multiple concurrent workstreams with separate product and engineering leads

B2C · Cyber Security · Identity

Product Design Lead • LifeWorks

ustwo • Freelance

Jul 2022 – Oct 2022 • London, UK (Remote)

Led the design of a new digital service helping HR professionals promote and support employee mental health, for LifeWorks, one of the world's largest Employee Assistance Program providers.

- Led a team of 2 designers, coordinating research and design delivery
- Designed the service experience for HR professionals managing workplace wellbeing at scale

B2B · HR · Mental Health

Product Design Lead • Ecologi Zero

True To Form • Freelance

Nov 2021 – Jul 2022 • London, UK (Remote)

Led the design of Ecologi Zero, a carbon accounting tool helping small businesses measure their CO2 footprint by connecting directly to their existing financial accounting software, making carbon tracking genuinely simple for the first time.

- Led a team of 2 designers (UI and research) across the full product design process
- Translated a technically complex domain into an experience accessible to non-specialist users
- Product shipped to market and used by thousands of small businesses across the UK

B2B · Sustainability · Carbon Accounting

Product Design Lead • Coinshares

Anyone • Freelance

Sep 2021 – Nov 2021 • London, UK (Remote)

Led the redesign of CoinShares' investor platform, bridging the gap between crypto-assets and traditional institutional investors, making a complex and unfamiliar asset class accessible to a more conventional audience.

- Led a team of 2 designers (UI and research) across the full product design process

B2C • Cryptocurrency • Investing

Product Design Lead • Christie's

Freelance

Oct 2020 – Sep 2021 • London, UK (Remote)

Led the definition of a long-term product vision and an MVP design for Christie's mobile auction experience, the first time Christie's had commissioned a dedicated UX-led approach to their digital product.

- Led UX strategy, user research and design activities on the project
- Produced a vision product that shaped Christie's digital product roadmap for the following years
- Conducted research with high-value collectors, bidders and Christie's internal specialists

B2C • Art • Auctions

Lead Product Designer • HSBC Business

AnalogFolk • Freelance

Mar 2020 – Oct 2020 • London, UK (Hybrid)

Led the design of a new digital service enabling international businesses to access HSBC's financial services in a timelier, more joined-up way — addressing a genuine friction point for corporate clients operating across borders.

- Led a team of 2 designers across UI and research
- Navigated a highly regulated, compliance-sensitive environment while delivering a genuinely user-centred service

B2B • Banking • Financial Services

Lead Product Design Consultant • Digital Catapult

Digital Catapult • Freelance

Jan 2019 – Mar 2019 • London, UK

Led the design of a service helping early-stage tech startups find investment and support through InnovateUK and Digital Catapult, translating a complex programme of resources into a clear, navigable digital experience.

- Led a team of 2 designers across UI and research
- Mapped and simplified a fragmented support landscape into a coherent service journey for founders

B2B • Startup Incubator

Product Design Lead • Three UK

Freelance

Mar 2019 – Dec 2019 • London, UK

Led the exploration of new customer-centric digital services for Three UK, working within an embedded team to identify unmet needs and design new propositions for one of the UK's largest telecoms providers.

- Led all design and user research activities across the engagement
- Facilitated co-design workshops with Three stakeholders to align on product direction
- Developed and presented service concepts to senior leadership

B2C · Telecommunications

Senior Product Designer • Multiple clients

AllofUs (BCG X) • Full-time

Feb 2018 – Mar 2019 • London, UK

Led product and UX design across a series of client projects spanning energy, food, healthcare and streaming.

- TrustPower Loop: Helped households understand their electricity costs and switch to solar energy
- Yale Medicine: Redefined digital access to outpatient healthcare services
- Taylors of Harrogate: Defined a new digital coffee subscription service from scratch
- Rakuten TV: Researched and mapped user preferences for streaming video content

B2C · Energy · Sustainability · Food · Streaming · Healthcare

Senior Product Designer • Multiple clients

Else London • Full-time

Sep 2014 – Feb 2018 • London, UK

Led UX design across a broad portfolio of client work at one of London's leading experience design studios.

- Bupa: Designed a service helping companies promote healthy employee behaviours
- UBS: Designed a new digital wealth management product
- Future Cities Catapult: Defined a digital service for urban development in Greater London
- Boehringer Ingelheim: Designed patient information experiences for rare medical conditions
- Kodak / Photobox: Designed digital photo printing services

B2C · B2B · Healthcare · Insurance · Gaming · Urban Planning · Financial Services · Photography · Sports

Web Designer

Freelance

2010 – 2013 • Florence, Italy

Designed websites and digital assets for international performing-arts festivals and art exhibitions, including Florence Dance Festival, Festival della Creativita and Festival di Certaldo.

B2C · Entertainment · Events

Education

MSc Digital Design & Branding • with Distinction

Brunel University London

2013 – 2014 • London, UK

MA Digital Communication • with Distinction (110/110 cum laude)

University of Florence

2011 – 2013 • Florence, Italy

BA Event Design & Management • 1st Class (110/110 cum laude)

University of Florence

2006 – 2010 • Florence, Italy