



FRANCESCO BELVEDERE | me@francescobelvedere.com | www.8pxgrid.com | linkedin.com/in/francescobelvedere

Product Designer with 15+ years experience solving problems and crafting polished user interfaces for complex products. I create purposeful, intuitive experiences that unite brand vision with user needs while bringing systematic thinking and collaboration to every project.

SKILLS & TOOLS

Web & Product Design | Design Systems | UX & UI Design | User Research & Testing

Visual Design | Rapid Prototyping | Figma | Claude AI | Cursor AI

EXPERIENCE

POSTPILOT | New York, NY

Lead Product Designer | Aug. 2025 – Feb. 2026

Sole designer for a complex direct-mail marketing analytics platform, picking up design work left by departed team members across a fragmented, drifting Tailwind-based design system.

- Designed and shipped the platform's highest-impact page, Campaign Details, in about two months, working closely with one PM and three engineers, from fast foundational decisions on color and type to modular components that engineering implemented and QA'd in Storybook.
- Prioritized data hierarchy to tell a clear story on the dashboard, then used the live launch to gather direct feedback from marketing professionals and iterate.
- Designed an end-to-end UX flow for a market segmentation builder, moving from a fast clickable prototype through user testing and leadership approval before handoff to engineering.
- Designed a campaign group builder, a benchmarks page, and a versions and budget-limit widget across the platform.

LUMOSITY | San Francisco, CA

Lead Product Designer | Feb. 2022 – Nov. 2024

Led design strategy for the end-to-end redesign of the Lumosity app, from visual direction through beta testing.

- Led a full UI refresh across web and mobile.
- Built a foundational design system, documented in Storybook, that improved implementation speed and design-engineering collaboration.
- Partnered with engineering to launch the redesign as a beta to a targeted group of users, then used the resulting qualitative and quantitative research to guide further design decisions and align changes with business goals.

Senior Product Designer | Dec. 2018 – Feb. 2022

Worked across product, brand, and marketing as Lumosity scaled, encompassing two MVP apps, brand identity, and email marketing systems.

- Led rebranding and end-to-end UX/UI design for two MVP mobile apps, from initial research through launch, both released to the app stores.
- Worked closely with the brand director on brand architecture, identity, and visual language for the core Lumosity product, laying the foundation for the redesign work that followed as Lead.
- Built a component-based email template system, rooted in the new brand refresh, that streamlined campaign production for Lumosity's marketing team.

EXPERIENCE (continued)

ORIGINATE | Los Angeles, CA

Director of Design | Feb. 2018 – Jun. 2018

Advocated for design's role in the product development process, promoting user research and usability testing across client engagements.

- Mentored design team members and worked with organizational leadership to build a more user-centered practice.

Senior Product Designer | Dec. 2015 – Feb. 2018

Led end-to-end product design for enterprise, Fortune 500, and startup clients across a range of industries.

- Designed the UX and interface for complex, data-driven applications, testing and refining based on user feedback.
- Built the initial design systems for these clients, carrying core components and tokens into code, giving each a consistent foundation to grow from after the engagement.
- Built close working relationships with developers to streamline design-to-development handoff for fast-growing clients.

APPLE | Culver City, CA

Senior Designer | Jul. 2014 – Jan. 2015

Led the design transition of Beats' eCommerce platform into Apple, ensuring brand and UX consistency through the changeover.

- Documented UI components and design patterns to hand the system off clearly to the new team.
- Partnered with Apple's incoming design and engineering teams to establish design and collaboration processes that sped up implementation and supported QA across customer touchpoints.

BEATS BY DRE | Culver City, CA

Web Designer (eCommerce) | Mar. 2013 – Jul. 2014

Led UI design for Beats' global eCommerce platform during a period of rapid growth for the brand.

- Led the site's first transition to a fully responsive design, making the previously desktop-only experience usable on mobile for the first time.
- Led a large-scale localization effort across 10+ languages, including UI for language selection, to ensure the site worked correctly in every market.
- Worked closely with Marketing to design and implement homepage campaigns, including launches featuring high-profile talent.
- Partnered with a large offshore development team to QA releases and support international launches.

ADDITIONAL EXPERIENCE

Playboy Enterprises

Beverly Hills, CA

2012 – 2013

Digital Designer (Marketing)

Mistress Creative (The Many)

Venice Beach, CA

2010 – 2012

Graphic & Digital Designer (Advertising)

Rustic Canyon Restaurant Group

Santa Monica, CA

2008 – 2013

Brand Director & Creative Lead (Print & Digital)

Taschen

Hollywood, CA

2008 – 2011

Book Layout Designer