



EDWARD BATTISTINI

Product design leader - Currently at Floww.io

I am an ambitious design leader based in London, with over a decade of experience crafting innovative solutions for startups and scale-ups. With a strong focus on user experience, I lead the design process and drive the implementation of scalable initiatives. My customer-centric approach, combined with a resilient mindset, enables me to navigate challenges and uncover potential, even in the most difficult situations. I've sharpened a comprehensive skillset across the entire product development lifecycle, allowing me to deliver impactful results. I am determined to shape a better tomorrow through my work.

EXPERIENCE

Product Design Lead • Floww.io | Jan 2023 → Current

Designing the next generation of private market investment tools for investors, managers and founders. Split across multiple squads I'm in charge of the fundraising experience and investment fund promotion. I also actively lead our design system guild allowing designers and engineers to ship quickly consistent reliable experiences engineers can implement with confidence in an efficient streamlined process.

Principal UX/UI Designer • ZAVA | Oct 2019 → Dec 2022

Leading a team of four designers, I was overseeing the experience across patient, doctor, and platform products. Our collective aim was to create efficient and scalable healthcare services. Hosting the majority of team rituals, I ensured the development of consistent solutions, instilling confidence and minimising risks throughout the project. In my time at ZAVA I was able to participate and deliver multiple services, such as "Self testing", "Forge Questionnaire builder", "Superdrug Online Doctor", "Ordolic" for the UK, French and German markets.

UX/UI designer • Moonpig | Jan 2016 → Oct 2019

As an IC I was responsible for the mobile apps experience, taking charge of the rebrand implementation and establishing the core elements of a cross-platform design system. Within my squads, I played a key role in the successful rollout of essential features, including **checkout**, **card editor**, new **navigation taxonomy**, and **handwriting**. During my time at Moonpig, my contributions to these initiatives significantly boosted the apps' revenue share from 12% to 35%+ of the total yearly revenue.

Product designer • 7Mobile - Tgi Group | Feb 2014 → Apr 2015

As the main designer, I was tasked to design, source, and create all digital assets and retail products for the company. I designed a full range of electronic devices for the Angolan market, coordinating with London stakeholders in China, Angola, and the USA.

Co-founder • Pyramyd Eyewear | Apr 2012 → Dec 2013

As a co-founded I created a luxury sunglass brand, creating its identity, product range, and pioneering processes. This venture garnered industry recognition and provided invaluable insights into the world of luxury fashion, further enriching my knowledge and expertise.

Co-founder • Wepark | Sep 2011 → 2013

As a co-founder, I designed, implemented and promoted the product to over 5,000 users and pitched to investors, press, driving us towards our initial goals. Wepark was a transformative and educational project I had the privilege to be part of.

Freelance and side hustle | Since 2010

I have provided product design services as the trusted authority in my network for all things product and experience-related. Championing the design thinking process, I had the privilege of assisting companies like Jour.fr, CPRESS, Prizer, Citytips, iGlance in shaping their ideas into the world.

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EDUCATION

MA, Product & Industrial design

ESDI Paris - Graduated in 2011

French Baccaureate in Economics

Saint Martin de France - Graduated in 2006

EXPERTISE

User experience and Interface design.
Prototyping and user testing.
Product thinking Problem solving
Experience mapping
Workshop facilitation
Requirement gathering
Mentoring and teaching
Prospective thinking
Technology assessment
Entrepreneurship

TOOLKIT & WORKFLOW

Miro / Figjam → Remote & Live collab, discovery, problem framing and unpacking.
Figma → Wireframe and Ui delivery
Protopie → Mobile HiFi prototyping
SwiftUI → Dev implementation support and personal experiments
Coda.io/Notion → documentation, process and workflow optimisation
Useresting.com → Quick qual feedback or moderated testing
ScreenStudio → Demo and quick inspo sharing

LANGUAGE

French → Native
English → Fluent
Spanish → Casual

PERSONALITY

Tech nerd and product fellow
Avid learner and listener
Open source contributor
On a quest to simplify things
Dreams of making the world a better place
Believe in radical candour, truth
Food freak and cook
Love winter sports and surfing
Married to an amazing wife
Father of two extraordinary girls