

ROBERTO GROSSO

15+ years building B2B and consumer digital products — with a focus on data-driven platforms, financial tools, design systems and AI-native product design.

Email

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LinkedIn

Portfolio

Lisbon, Portugal



SUMMARY

Lead Product Designer and Design Founder with 15+ years of experience building B2B and consumer digital products, with a strong focus on data-driven platforms, financial tools, and design systems. Since August 2025, building and designing AI-driven products independently and with ex-McKinsey collaborators — including ValueLens, an AI-driven finance platform, alongside a portfolio of agentic and AI-native product explorations. Previously led product design at McKinsey on a corporate finance analytics platform used by global consultants and business leaders. Proven track record of driving design from discovery to delivery in fast-paced, cross-functional environments — partnering closely with product and engineering to ship scalable, high-impact experiences.

EXPERIENCE

2025 - Present
Lisbon (Remote)

Design Founder · Independent

- ◆ Founded an independent design practice building AI-driven product experiences across finance and productivity, partnering with founders and small cross-functional teams from concept to launch.
- ◆ Leading product design for ValueLens, a new AI-driven finance platform built with a team of ex-McKinsey colleagues, translating complex financial analysis into guided, actionable interfaces.
- ◆ Designed Agentic Spending Rules and a broader set of AI-native product explorations spanning autonomous agents, financial tooling and workflow automation — full body of work at robertogrosso.design/work/ai-explorations.
- ◆ Operating an AI-native workflow end to end (Claude, ChatGPT, Lovable, Figma Make) across discovery, prototyping and build, shipping functional product experiences solo and in small teams.

2023 - 2025
Lisbon

UI/UX Design Lead · McKinsey & Company

- ◆ Led end-to-end product design for a corporate finance analytics platform, resulting in a 30% reduction in time spent by analysts reaching key insights.
- ◆ Designed and scaled a platform-level design system adopted across multiple product squads, establishing a single source of truth for a multi-year engagement.
- ◆ Drove product discovery through user interviews, usability testing and rapid prototyping — translating complex financial models into clear, actionable experiences.
- ◆ Partnered with PMs, engineers and business stakeholders to shape product vision, roadmap and prioritisation.
- ◆ Managed a team of 3 designers across all workstreams.

2020 - 2023
Remote

UI/UX Design Mentor · Springboard

- ◆ Mentored junior and mid-level designers in product thinking, UX methodology and real-world product workflows.
- ◆ Guided mentees through end-to-end project delivery, portfolio development and career progression.

2013 – 2019
London

Senior UI/UX Designer · WPP / Hogarth Worldwide

- ◆ Led product design for enterprise platforms and internal systems for global brands including HSBC, Johnson & Johnson and Nike.
- ◆ Designed and optimised complex digital asset and content management platforms serving large-scale global operations.
- ◆ Built and maintained scalable UI frameworks and design systems across multiple client accounts.
- ◆ Conducted continuous user research and usability testing to drive iterative improvements to adoption and performance.

2012 – 2013
London

UI/UX Designer · Wish'n'Mix

- ◆ Owned product design from concept to launch — designing user flows, interfaces and prototypes.
- ◆ Balanced brand expression with usability and scalability across a consumer-facing product.

2011 – 2012
London

Brand UX Designer · Ticket.com

- ◆ Designed the end-to-end experience for a transactional consumer product.
- ◆ Optimised purchase flows, navigation and information architecture in close collaboration with founders and engineers.

2009 – 2010
London

Creative Designer · MySpace

- ◆ Created and delivered global ad campaigns and orchestrated successful album launches for Green Day, Prodigy and Lily Allen.
- ◆ Led the live launch of the Eurovision project.

2005 – 2009 &
2010 – 2011 · London

Visual / Digital Designer · Yahoo!

- ◆ Led design for B2C and B2B campaigns across Europe, including the World Cup campaign with David Beckham.
- ◆ Grew into a leadership role — mentoring designers and coordinating cross-team delivery across digital, print and branded content.

SKILLS

Design

- Product design
- UX/UI
- End-to-end ownership
- Design systems
- Interaction design
- Information architecture
- Responsive design
- Accessibility

Research

- Product discovery
- User research & usability testing
- Rapid prototyping
- Experimentation & iteration
- Design ops
- Agile

Tools

- Figma
- FigJam
- Protopie
- Miro
- Adobe CS
- Midjourney

AI & Automation

- ChatGPT
- Claude
- Claude Code
- Gemini
- n8n
- ElevenLabs
- Lovable
- Figma Make

Video

- Runway Gen-4
- Veo
- Sora

Data & Feedback

- Atypica.ai

Collaboration

- Stakeholder management
- Cross-functional teamwork
- Design leadership
- B2B & enterprise UX

LANGUAGES

Italian

Native

English

Fluent

Portuguese

Fluent

EDUCATION

Centro Carlo Ghiglieno

Graphic Interfaces & Visual Communication