

Guglielmo Civardi

Product Designer

Experienced product designer with a strong track record in building 0–1, user-centered products. Skilled in end-to-end design, user research, and cross-functional collaboration. I create intuitive digital experiences used by more than 3 million customers.

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UK

Work experience

PRODUCT DESIGN
FEB 2025 - ONGOING

CONTRACT

- Led design for a new challenger bank in Egypt for Home, Insights and Rewards verticals.
- Led design for a new stealth-startup complex bond trading platform including creating a new design system.

LEAD PRODUCT DESIGNER
APR 2023 - FEB 2025
LONDON, UK

CHASE UK

- Led the 0–1 design of a new B2C product focused on expanding Chase's global capabilities
- As the founding designer in a new accelerator team, I helped establish the design function, including hiring design and research talent and managing vendors
- Partnered with PMs, engineers, and leadership to define the MVP, align priorities, and set the north star. Owned design strategy and roadmap

SN. PRODUCT DESIGNER
JUNE 2022 - FEB 2023
LONDON, UK

AAVE

- Designed for three B2C products in the DeFi and Web3 space
- Worked across discovery, research, concept development, prototyping, user testing, and final design delivery in cross-functional teams.
- Helped build and maintain design systems

SN. UX DESIGNER
JUNE 2019 - JUNE 2022
LONDON, UK

CHASE UK

- Led the end-to-end design of payments and card experiences, from concept to launch, for a product used by 3 million UK customers.
- Worked closely within cross-functional teams and firm-wide stakeholders to deliver an accessible, mobile-first, customer-centered experience
- Conducted and collaborated on user research to validate and inform solutions
- Developed journey maps and prototypes to test and guide design decisions

INTERACTION DESIGNER
JAN 2017 - JUNE 2019
LONDON, UK

FROG DESIGN

- Worked as a Visual and Interaction Designer applying user-centered design across a wide range of digital products and experiences
- Helped clients bring complex software to market (Esso app)
- Contributed to projects ranging from UX strategy in financial services to responsive mobile and desktop apps in the energy and telecom sectors
- Designed micro-interactions for 2019 Meizu mobile operating systems

OTHER

CROMAZOO, MOTION DESIGN, 2014

Motion design for clients such as: Nutella · Juventus · Condé Nast

Education

M.SC.

MAR 2013 - SEP 2016
110/110

POLITECNICO DI MILANO - COMMUNICATION DESIGN

The master's degree focuses on solving strategic communication problems through creative solutions and team coordination. Key areas of study include Interaction Design, Branding, and Motion Design.

B.SC.

SEP 2009 - JUL 2012
91/110

POLITECNICO DI MILANO - INDUSTRIAL DESIGN

The Product Design degree focuses on user-centered design, combining idea development with skills in 3D modeling, technical drawing, and user research.

Other

AWARDS

CHASE UK

Chase UK was awarded British Bank of the Year in 2023 and 2024, Moneyfacts Consumer's Choice in both years, and Banking App of the Year in 2024.



ELSE

OUTSIDE WORK

When I'm not moving pixels, I'm probably swimming laps at the local pool. Occasionally, you'll find me gaming in the Starcraft 2 ladder, holding my own.