

**Francesco Belvedere**  
**PRODUCT DESIGNER**  
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Product Designer with 10+ years experience crafting transformative user interfaces. I create cohesive, intuitive experiences that unite brand vision with user needs, bringing systematic thinking and collaboration to drive business growth.



## SKILLS

Product Design  
Web Design  
UX / UI Design  
Interaction Design  
User Research  
Visual Design  
Brand Identity Design  
Design Systems  
Design Documentation  
Usability Testing  
Information Architecture  
Developer Collaboration  
Design QA  
Rapid Prototyping

## TOOLS

Figma  
Webflow + Relume  
Adobe Creative Suite  
Claude Ai  
Uizard Ai  
Rive  
HTML / CSS

## EDUCATION

**University of the Arts**  
BFA  
Philadelphia, PA

## EXPERIENCE

### Lumosity

San Francisco, CA

#### Lead Product Designer

Feb. 2022 – Nov. 2024

Drove product design strategy and led visual direction for flagship platform, delivering a comprehensive UI refresh across web and mobile. Established a scalable design system that improved design efficiency and iteration speed. Leveraged Beta data from targeted user cohorts to inform design decisions and align user experience improvements with business objectives.

#### Senior Product Designer II

Jan. 2021 – Feb. 2022

Spearheaded strategic product design initiatives for flagship platform, conducting user research to validate design hypotheses. Developed and refined design systems while leveraging both qualitative and quantitative insights to prioritize feature development. Partnered with engineering teams to successfully launch beta version to select user groups.

#### Senior Product Designer I

Dec. 2018 – Jan. 2021

Led comprehensive rebranding and end-to-end UX/UI design for two successful MVP mobile applications launched to app stores. Created cohesive design systems spanning mobile apps, landing pages, and marketing emails while serving as sole designer across multiple teams. Managed entire design process from initial research through implementation and market launch.

### Originate

Los Angeles, CA

#### Director of Design

Feb. 2018 – Jun. 2018

Led and mentored design team members while collaborating with cross-office leadership to champion design's fundamental role in product development. Fostered a user-centered approach across the organization, advocating for the value of UX practices, research and usability testing in client engagements.

#### Senior Product Designer

Dec. 2015 – Feb. 2018

Drove end-to-end product design for enterprise clients, Fortune 500 companies, and fast-paced startups across a myriad of sectors. Created intuitive interfaces for complex data-driven applications, establishing foundational design patterns and component libraries for consistency. Developed scalable design processes through close developer collaboration, accelerating product development for rapid-growth clients.

## Apple

Culver City, CA

### Engineering Project Manager

Jul. 2014 – Jan. 2015

Orchestrated the design transition of Beats by Dre's eCommerce platform following Apple's acquisition, ensuring seamless integration while maintaining brand integrity and user experience consistency. Developed comprehensive documentation of UI components and design patterns to facilitate knowledge transfer. Collaborated with cross-functional teams to establish design QA processes, ensuring consistent implementation across all customer touchpoints.

## Beats by Dre

Culver City, CA

### Web Designer (eCommerce)

Mar. 2013 – Jul. 2014

Crafted design for Beats' global eCommerce platform during a period of rapid digital transformation, supporting the premium lifestyle brand renowned for high-profile marketing campaigns and partnerships. Piloted the transition to a fully responsive design across 10+ countries and languages, improving user experience and performance across devices. Optimized visual assets to reduce page load times while maintaining premium brand quality. Collaborated with marketing and offshore development teams to launch complex international campaigns featuring high-profile talent.

## ADDITIONAL EXPERIENCE

### Playboy Enterprises

2012 – 2013

Digital Designer (Marketing)

Developed premium digital and brand assets for strategic partnerships and marketing initiatives, supporting the brand's evolution toward a more sophisticated identity.

### Rustic Canyon Restaurant Group

2008 – 2013

Brand Director & Creative Lead

Created and managed comprehensive brand identities across multiple acclaimed restaurants, including digital presence, print materials, and environmental design.

### Mistress Creative (The Many)

2010 – 2012

Graphic & Digital Designer (Advertising)

Designed visual marketing assets and brand expressions for high-profile clients, collaborating with creative directors and copywriters on pitch decks and brand campaigns.

### Taschen

2008 – 2011

Book Layout Designer

Applied sophisticated typography and grid systems to multilanguage art book layouts, translating visual concepts into precise production-ready designs for internationally acclaimed publications.

