

# Isabella Elena Cirulli

Staff Product Designer

[www.isabellacirulli.com](http://www.isabellacirulli.com)

Design leader with over 10 years of experience improving product user experiences across diverse industries, driving innovation, and leading cross-functional teams.

## **Bumble Inc, London** ([www.bumble.com](http://www.bumble.com))

### **STAFF PRODUCT DESIGNER** AUG 2023 - Present

Leading design across 3 verticals team. I co-developed the user experience vision for the product as well as delivered numerous ambiguous 0-1 projects for our Bumble Date mobile app, playing a pivotal role in shaping high-level strategic initiatives and product roadmaps alongside product and executive leadership.

- Influenced the Bumble 2.0 strategy vision and the new Bumble refresh. Co-developed the user experience vision for the product, collaborating closely with the CEO on strategic projects. Partnered with Lead Product and Lead Engineer Managers to ensure alignment with the company's goals.
- Managed multiple projects focused on Growth and Gen-Z markets. Created a vision of our product targeting Gen-Z audience, created a clear action plan targeting College Daters.
- Strategically positioned by leadership on revenue-generating initiatives to enhance product design quality and efficiency, thereby accelerating delivery. Successfully launched a new subscription tier that complemented the existing two tiers, resulting in a revenue increase and a global rollout.
- Drove and explored how to enhance AI in the dating space, creating a vision for its integration and future development.

Identify and drive multiple initiatives for design and product teams at large, achieving design excellence, enhancing and championing product accessibility, refining our Design System, elevating our visual language standard, improving our ways of working.

Supporting and mentoring other product designers with practical advice and guidance

### **SENIOR PRODUCT DESIGNER** NOV 2020 - JUL 2023

Lead product design and defined roadmaps across multiple teams in collaboration with cross functional partners for our Bumble Date mobile app. Leading the inception, definition, and implementation of numerous projects

- Played a main role on the Growth team, optimising our top-of-funnel experience, particularly focusing on improving our registration and onboarding experience as well as enhance D1-D7 retention rates, ensuring a smooth user journey from acquisition to engagement.
- Collaborated with Apple to develop a brand new feature that significantly boosted our Daily Active Users (DAU) and Registrations, which also led to a remarkable 53% increase in right swipes by women on Bumble. The success of this feature resulted in its integration as a permanent part of our product even after the partnership concluded resulting in the most high-traffic feature of the product.


Played an active role in fostering a design-centric culture and promoting design excellence across the organisation by spearheading various initiatives. Advocated for accessibility and design systems, laying the groundwork for their seamless integration.

Supporting and mentoring junior members with practical advice and guidance

 **Bippit, London** ([www.bippit.com](http://www.bippit.com))

**LEAD PRODUCT DESIGNER (Contractor)** FEB 2020 - OCT 2020

- Crucial role in defining strategy, designing, and launching the mobile app app coveting the end-to-end process working closely with the CEO and CPO.
- Collaborate with the engineering, product team, stakeholders, and users to understanding user needs and behaviour. Creating surveys, and running user research using different methods, (qualitative and quantitative research, usability testing, guerrilla testing)
- Contributing to the design system creation of the product.

 **Barclays, London** ([www.barclays.co.uk](http://www.barclays.co.uk))

**SENIOR PRODUCT DESIGNER - Investment and Wealth team** JUN 2018 – FEB 2020

- Led design for the Investment and Wealth team. Specifically worked on improving the user experience of Smart Investor and Ready made investment products. Driving end-to-end processed from research until delivery.
- Played a pivotal role in defining the vision of the Wealth Hub, providing users with a unified platform for managing their wealth.
- Ensure designs were optimised for all platforms and devices (Web, iOS and Android)
- Contributed to the new Barclays refresh across all our platforms and products.

 **Carphone warehouse – Id Mobile, London** ([www.idmobile.co.uk](http://www.idmobile.co.uk))

**PRODUCT DESIGNER** JUL 2017 – JUN 2018

- Lead UI and UX Design work for all our digital platform of ID Mobile including the website, the ID app, and My Account.
- Redesigned the ID mobile website and the checkout Flow.
- Create and maintain brand identity systems including logos and style guides.

 **NTT DATA - Tangity, Rome** ([www.tangity.design](http://www.tangity.design))

**PRODUCT DESIGNER** FEB 2016 – JUL 2017

Worked for a portfolio of clients including Enel, Tim, Ferrovie Dello Stato, Leaseplan, Telecom, Unicredit, I worked on multiple projects for multiple brands from inception to final product and successfully launched brand-new websites and apps.

 **Betclik Everest Group, London** ([www.betclik.com](http://www.betclik.com))

**UI DESIGNER & WEB DESIGNER** JUL 2014 - SEP 2015

- Create striking visual designs for Betclik App, Website, Responsive mobile, banner, infographics.
- Develop html & css.
- Create Videos animation.

 **Frontier Developments , Cambridge** ([www.frontier.co.uk](http://www.frontier.co.uk))

**UI/UX DESIGNER & WEB DESIGNER** NOV 2013 - JUL 2014

Improve user experience and visual designs for video games websites. In particular for Frontier game.

## **Enet Group, Rome**

**UI DESIGNER & WEB DESIGNER** FEB 2013 - NOV 2013

Create visual designs for websites.

Developed HTML and CSS for numerous websites and clients, including Confindustria Roma.

Create Video animations



## **Edilportale.com / Archiportale.com, Bari**

**VISUAL DESIGNER & WEB DESIGNER** JUL 2012 - FEB 2013

Create visual designs for newsletters and banners. Create website pages in HTML and CSS

## **Say hello**

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