



Dario Codipietro



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I am a highly skilled and results-driven product designer with a passion for crafting seamless user experiences, a keen eye for detail, and a proven ability to lead impactful projects from concept to delivery. Most recently I productised one of my own design tools into **Fiuto.ai**, an AI-powered user research tool.

Experience

Fiuto

Founder, E2E Product Delivery

Jun 2026 → Present

Designed, built, and launched an AI-powered user research platform as a solo founder. Shipped the full loop: study authoring, launch and respondent flows, AI-assisted analysis, billing, and MCP integrations that let coding agents like Claude Code and Cursor create and run studies.

GitLaw AI

Lead Product Designer

Apr 2025 → May 2026

Built the design function from the ground up. Shipped multi-file chat with confidence-tiered disambiguation, onboarding flows, and the chat orchestration behind the user-facing surfaces. Ran a multi-round usability programme to sharpen the founder and freelancer ICP.

Samsung Food

Lead Product Designer

Apr 2022 → Mar 2025

Led transformative projects, including AI-powered recipe features and navigation redesigns. Streamlined design processes, enhanced the design system, and mentored team members to deliver high-quality, user-centric solutions.

Nando's

Senior Product Designer

Jan 2022 → Mar 2022

Enhanced the rewards experience for staff and customers, improving usability and engagement through discovery, field research, and iterative UX delivery.

VAHA

Lead Product Designer

Jun 2021 → Jan 2022

VAHA was an innovative smart mirror project designed to enable at-home training. I contributed to the development of new Community, Gamification, and Automation features and played a key role in creating a new, scalable Design System.

Deltatre / Rogers Canada

Lead Product Designer

Apr 2021 → Jun 2021

Collaborated with a small, agile team to deliver a Next-Gen Sports App vision piece for Sportsnet (Rogers CA). Led a double-wave process, including an in-depth discovery phase followed by definition, ideation, and delivery, with active client involvement throughout.

BT Business

Lead Experience Designer

Mar 2021 → Apr 2021

Joined BT Global (now BT Business) as a Lead Experience Designer, contributing briefly to their business-wide digital transformation initiative. Although my time there was limited, I gained insights into large-scale corporate environments and transformation challenges.

Utility Warehouse

Lead UX Designer

Jun 2020 → Mar 2021

Enhanced the customer onboarding experience by leveraging partner feedback and analytics tools like FullStory and Looker. Optimized assisted remote conversion journeys, which became essential during lockdowns when in-person assistance was not possible.

Discovery Inc

Senior UX Designer / Lead UX Designer

Feb 2019 → Apr 2020

Delivered UX documentation for a global Video-on-Demand tech platform, enabling Discovery to efficiently deploy and update video apps worldwide. Additionally, provided remote guidance for the design and delivery of VOD product experiences.

Massive Interactive

Senior UX and UI Designer

Mar 2018 → Feb 2019

Massive is an agency specializing in VOD and OTT projects powered by their proprietary software platform. I was responsible for delivering UX and UI for several projects, including the design of a brand-new WWE Network native app.

DAZN

Senior Product Designer

Mar 2016 → Mar 2018

Worked on improving content navigation and discovery across all platforms. Additionally, contributed to white-labeling the core product for a major American sports league, enabling worldwide distribution at scale.

EE

Senior UX Designer

Mar 2015 → Mar 2016

I was part of the EE (T-Mobile/Orange UK) UX team, focusing on self-service, future releases, and e-commerce initiatives. I was responsible for delivering the UX for the first fully native app (v2) on both iOS and Android platforms.

Cell48

Senior UX Designer

Sep 2014 → Mar 2015

As the sole UX designer on the team, I was responsible for delivering engaging user experiences across all platforms. Additionally, I designed both UX and UI for their proprietary internal CMS.

Open Reply

Lead Designer

Apr 2012 → Sep 2014

I led a team of designers and front-end developers in the creation and delivery of mobile apps, mobile websites, and responsive websites for third-party clients across various industries, including media, automotive, and luxury brands.

Portfolio & process

I now run an automated, agent-driven design process. The double diamond is still underneath, but research, design, build and QA run as one continuous loop instead of sequential handoffs. Each step below links to a recorded walkthrough of the real workflow.

Portfolio:

[Link to portfolio presentation](#)

Process, selected projects, and how I work with AI. (Figma)

PDF: dariocodipietro.co.uk/portfolio

Machine-readable:

dariocodipietro.co.uk/portfolio.md

Research to direction

Automated research runs feed both individual features and overall product direction. Complex user journeys are prototyped and validated before anything is committed to build, so research can effectively shape decisions.



WATCH

[Using research in automated design workflows](#)



Design to spec

New features are designed from scratch against the design system, iterating on rendered mockups rather than static files. The chosen direction is translated into a structured, component-mapped spec that development can execute without interpretation.

Plan to production

Approved designs move through automated planning, implementation and verification in one continuous flow, taking a feature from spec to production without a handoff gap.

Review on the live product

Shipped work is reviewed on the live product, not in mockups. Experience refinements and visual passes happen on working surfaces, and an agentic QA workflow exercises the real flows.



WATCH

[Reviewing and improving implemented experiences](#)



WATCH

[New feature end to end: from design to delivery](#)



Design system upkeep

The design system moves as one unit. Simple components are updated in automated batches while complex ones get guided passes, so a redesign lands across the whole product at once.



WATCH

[Core flows in automated design](#)



Testimonials

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Throughout my career, I've had the privilege of working with talented colleagues and leaders who've shared their thoughts on my contributions and approach. These testimonials highlight the impact I've made on projects and teams, showcasing my skills and work ethic.



Marc Kimmel

Head of Design

@ Samsung Food

Over the course of our time working together, Dario has been a creative powerhouse, epitomizing the power of design thinking through his creativity, collaboration, innovation, and iterative approach.

He consistently brings fresh perspectives, unique ideas, and well-honed solutions to every challenge, while his passion for emerging technologies and awareness of design trends has greatly benefited our team.

Highly confident and capable, Dario owns design end-to-end from early conceptual exploration to interactive prototype testing to delivery of polished micro-interactions. As a great design partner, he excels at collaborating within a fast-moving, globally distributed, multidisciplinary team.

Dario is adept at driving design execution across multiple complex projects while mentoring and supporting a diverse team of designers. I've truly valued Dario as part of our team and would recommend him as a strong addition to any team.



Scott Byrne-Fraser

Director

@ Product of Experience

I have had the pleasure of working with Dario in multiple companies over the years. Dario is one of my go-to people for complex projects.

Dario has a fast and pragmatic approach to working through complex product design challenges. His approach covers all the potential use cases and edges cases.

Dario works well with stakeholders at all levels in an organisation. Essential when getting full alignment in the solution to product design challenges.

Dario works quickly, sharing work often and works enabling him tease out feedback and detail. This facilitates quick user feedback cycles.

**Misha Palanova**

Director of Product Design

@ Unidays

I had the privilege of working with Dario in two different professional settings, and each time he impressed me with his immense creativity and problem-solving skills. Dario has an exceptional ability to tackle complex design challenges with innovative solutions, always thinking outside the box. His mastery of design tools is remarkable, and he uses them to bring his ideas to life with precision and efficiency. Whether collaborating on projects or watching him work independently, Dario's passion for design and his commitment to excellence are evident. He's an asset to any team, and I truly enjoyed working alongside him.

**Kirill Pavlov**

Lead Product Designer

@ Samsung Food

I had the pleasure of working with Dario on the Samsung design team from 2022. During this time, Dario proved to be an exceptional colleague and mentor who brought energy and innovation to our team. His original solutions not only inspired us but also elevated our company culture to new heights. Dario also introduced more thorough research and testing practices, which greatly improved our workflow. His approach led to the creation of numerous innovative solutions in the Food & Wellness domain, making a lasting impact on our product.

**Evgeny Poley**

Senior Product Designer

@ Samsung Food

I had the pleasure of working with Dario for two years at Samsung Food, where he joined us as a staff product designer. During this time, Dario consistently demonstrated a high level of expertise in his field. His experience and efficiency were evident in every project he undertook. Dario's ability to navigate complex design challenges and deliver thoughtful, user-centered solutions was truly impressive. He has a keen eye for detail and a solid understanding of both the technical and aesthetic aspects of product design.

Beyond his technical skills, Dario is a team player who is always willing to lend a helping hand and share his knowledge with others. His positive attitude and collaborative spirit made him a joy to work with.

In summary, Dario is a very experienced and efficient designer who consistently produces high-quality work. He is a valuable asset to any team, and I highly recommend him for any product design role.

**Carolina Delgado**

Lead UX Designer

Freelance

Dario is an incredible UX designer, very detail oriented and logical. Creatively he always find an elegant solution to a problem, after digging sufficiently in the data available. I will highly recommend Dario to be part of any UXD Team searching for the next star and won't hesitate to accept working with him again.

**Dave Campbell**

UX / Product Designer

@ Unidays

Dario is one of the best designers I know. His attention to detail is unmatched and he's always the first to explore new tools and processes so the team could work smarter and more quickly.