Francesco Ricci

hello.francescoricci@gmail.com / francescoricci.app / Based in London

ABOUT ME

I am...
A UI/UX Designer with 5+ years' experience crafting impactful digital products. Specialised in product design and UI, with a strong foundation in UX and branding

I use...
Figma, Sketch, Webflow, Adobe Creative Suite, Affinity Designer, HTML, CSS, Blender

Ask me about...
Skating, Climbing, Painting, Japanese Cooking, Living in Rome, That time i was in a band

I speak...
English, Italian, Spanish (Bilingual Proficiency)

EDUCATION

Brunel University London / BSc Digital Design

2017-2021 / London

Awarded First Class Honours. Focus on UX & UI design, branding and marketing

Liceo Ripetta / Traditional Graphic Certification

2015-2017 / Rome

EXPERIENCE

Senior Visual Designer | sh:24.org.uk

2025 - Present / Full Time · Public Health

Leading the evolution of SH:24's multi-brand design system, delivering UX, UI, and product design across web, mobile, and at-home testing kits. Prototyped new features, new kits and improved interfaces through user research, and collaborated with clinical, product, and engineering teams in a fast-paced, mission-driven environment.

UI & UX Designer | tuimedia.com

2022 - 2025 / Full Time · Agency

Designed large-scale web and mobile apps for clients like American Express, Deloitte, and the UN. Led learning platforms and tools with a focus on engagement and scalable systems. Prototyped AI-driven features and conducted user research and usability testing. Mentored junior designers and worked cross-functionally with developers and presenting to clients.

UI & Brand Designer | greydynamics.com

2021 - 2022 / Full Time · Securitytech

Shaped the visual identity and UI of an early-stage intelligence platform focused on defense and security. Designed MVPs, prototypes, and editorial assets to support product validation and storytelling. Created branded visuals and UI components for web, podcast and article content.

Digital Designer | burrostudio.com

2020 - 2021 / Part Time · Agency

Worked on digital branding assets across web and mobile platforms for clients in tech and culture. Created UI components, visual systems, and campaign graphics aligned with each brand's identity, while also supporting the studio's website and social media with visual content.

SIDE PROJECT

Soto Coffee: Led brand and digital design for an independent coffee startup, from visual identity & posters to website and e-commerce experience.

Scomodo: Worked within the creative team designing editorial layouts, illustrations, and infographics for Italy's leading student-run print magazine.

Nightline Association: Designed a refreshed digital presence for a mental health charity, focusing on accessibility and student engagement.

Pixel Game Design Development with Aesprite software.