



Lead Product Designer Front-End Developer

I bridge the gap between product strategy and production-ready code.
I specialise in building scalable design systems and complex digital platforms, working end-to-end from UI/UX design to front-end implementation across SaaS and modern web products.

Years of experience:	~15
Currently based in:	Manchester, UK
Availability:	Immediately
Open to:	Full-time roles
Work mode:	Remote / Hybrid
Languages:	Italian / English

Core Competencies

Figma	HTML	0 → 1 Projects
Wireframing	CSS & SCSS	Discovery & Strategy
Prototyping	Vue.js / Nuxt.js	Stakeholder Alignment
Design System	Tailwind / Bootstrap	Validation & Iteration
User Flows	Responsive Design	Cross-team Collaboration
WCAG AA	Cross-Browser	Agile / Scrum

Education

Master’s Degree in Art Direction and Web Development
AANT — Academy
2011 · Rome, ITA

Contacts & Links

Phone:	+44 747 113 6989
Portfolio:	matteofelicidesign.com
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Experience

2019 - 2025 · Manchester, UK · Remote

BRG - Berkeley Research Group

Lead UI/UX Designer, Front-End Developer, Managing Consultant

- Sole UI/UX owner for BRG GAT Team’s client-facing data analytics SaaS platform, leading end-to-end UX design from wireframes and prototypes to the full design system across regulated sectors.
- Built user-centric solutions for complex workflows and delivered scalable front-end implementation by building reusable component libraries.
- Led discovery and design sessions with leadership and clients, translating complex requirements into validated prototypes.
- Drove a 100% pitch-conversion rate by designing strategic sales materials and microsites for new client acquisition.

2018 - 2019 · London, UK · Hybrid

Stella & Dot

Senior UI/UX Designer, Front-End Developer

- Led UI/UX alignment across 4 European e-commerce sites (UK, FR, DE, IE), delivering 100+ reusable email templates aligned with US brand standards.
- Increased site traffic by 25% by rapidly prototyping (20+ mockups) and launching analytics-driven landing pages.

2016 - 2018 · London, UK · Hybrid

Quotient

UI/UX Designer, Front-End Developer

- Drove a 35% increase in campaign engagement and accelerated delivery by 25% by delivering 20+ campaign landing pages for FMCG brands (Ferrero, Nestlé, P&G) using reusable UI patterns and code systems.
- Designed and delivered 3 internal microsites and visual assets supporting new client acquisition and the rollout of the Shopmium app.

2014 - 2015 · London, UK · On-site

Yahire

UI/UX Designer, Front-End Developer

- Drove a 60% increase in sales and a 45% increase in site traffic by independently designing and developing the company’s award-winning e-commerce website.
- Owned visual asset production, shooting and editing 6,000+ product photos, and delivering targeted marketing campaigns.

2010 - 2013 · Rome, ITA · Remote

Freelancer

Web Developer & Graphic Designer

- Designed and delivered end-to-end websites for 4 professional clients, covering design and implementation.