

Gisella Fama

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With over 15 years in User Experience and Design, I bring a combination of strategic thinking, hands-on ability, and a passion for solving complex problems.

Having worked across many industries and recently cofounded a start-up in AI, I thrive on ambiguity and lead by example to deliver innovative and accessible B2B/B2C solutions.

Education and Certifications

Scrum PSM I and II / 2022

UX Strategy Masterclasses with Jaime Levy / 2017

MA (Summa cum laude) in Media Production, IULM University / 2007

BA (Summa cum laude) in Communication, IULM University / 2004

Skills

Expertise UX Strategy / Product Development / Qualitative and Quantitative Research / Workshops and Interviews / Market Analysis / Personas / User Journeys / Wireframes / Prototypes / Design Systems / User Testing / Agile Methodology / HTML, CSS, JS

Tools Figma / Axure / Adobe Suite / Hotjar / Tailwind CSS / AI tools.

Languages English / Italian / Spanish (learning)

Interests

I enjoy travelling, running and repurposing things. I love learning new languages and experimenting with new technology.

Professional Experience

Head of Experience Design at KPMG / London, Mar 2017 – Dec 2023

From my initial role as Lead Experience Designer, I moved onto creating KPMG Experience Design team to deliver both internal product development and external client engagements.

- Scaled the team from 5 to 25 designers, growing their skills over the years
- Designed new B2B SaaS products from the ground up, including KPMG Cyber Risk Insights, recognised by Forrester Wave 2023 report for its user experience
- Led £1M+ engagements for UK Government, Banks and Large Corporates
- Fostered a culture of innovation, from Agile to Design Sprint to AI

UX Lead (contract) at AIMIA / London, Dec 2016 – Mar 2017

Created, tested and optimised new features for AIM (now Kognitiv), at the time a cutting-edge proprietary application providing retailers with deep insights in shopper's behaviours.

UX Lead at EF Education First / London, Jan 2015 – Nov 2016

Brought in for EF's new project EFSET – the first online standardised English test, I designed and optimised the product experience, which ended up being used globally by millions.

Senior UX Architect at DigitasHealth (Publicis) / London, Oct 2013 – Dec 2014

Researched, prototyped and tested solutions for Healthcare Providers, Patients and Caregivers, working closely with international pharmaceutical companies.

Head of User Experience at Capablue (now Arqiva) / London, Jun 2011 – Oct 2013

Joined this startup as a Senior Designer and quickly gained the founder's trust to create my team by enhancing the product strategy across multiple devices and gaining new clients.

Creative Lead at Bionic Communications / London, Dec 2009 – Jun 2011

Visualised interactive sites for this creative studio specialised Kids TV, working with clients like Disney Junior, Channel 5, BBC and Innocent Drinks.

Marketing Coordinator at TV Loonland / London, Apr 2008 – Dec 2009

TV Producer Assistant at Sky Italia / Milan, 2007

TV Production Assistant at Channel U / London, 2006

Previous roles where I learnt to organise events, interact with audiences and find creative solutions to problems under pressure.