Giulia Baldini

Head of Design

FIFA

Lead Designer
UX & Interaction

Virgin Money

Lead Designer &
Team Manager

Tradeweb

VP, User Experience
Design Lead

RiskFirst

Product and Commercial
Design Direction

2012   **2013**   **2014**   **2015**   **2016**   **2017**   **2018**   **2019**   **2020**   **2021**   **2022**

Giulia Baldini

Owner and
Lead Designer

Barclays

Lead User Experience
Designer

HSBC

Senior Consultant

BNY Mellon

Senior Consultant

Atelier360

Director & Lead
Designer

**Delta Capita**

Head of Design

FIFA

Jul 2013 - Dec 2014

Lead User Experience and Interaction Designer

Platforms: iPhone, iPad, Android phone, Android tablet

The brief for the FIFA Official app was to revolutionise the way people experience football. On top of that for the then upcoming 2014 Brazil World Cup the client wanted this experience to change how people would be involved in such a big event.

The team included a combo of UI and UX designers, each group with a lead reporting to the design director.

The team was working very closely with project managers and developers in an agile environment and regular meetings with the client and stakeholders would be held to consolidate the direction of the product and understand their business challenges.
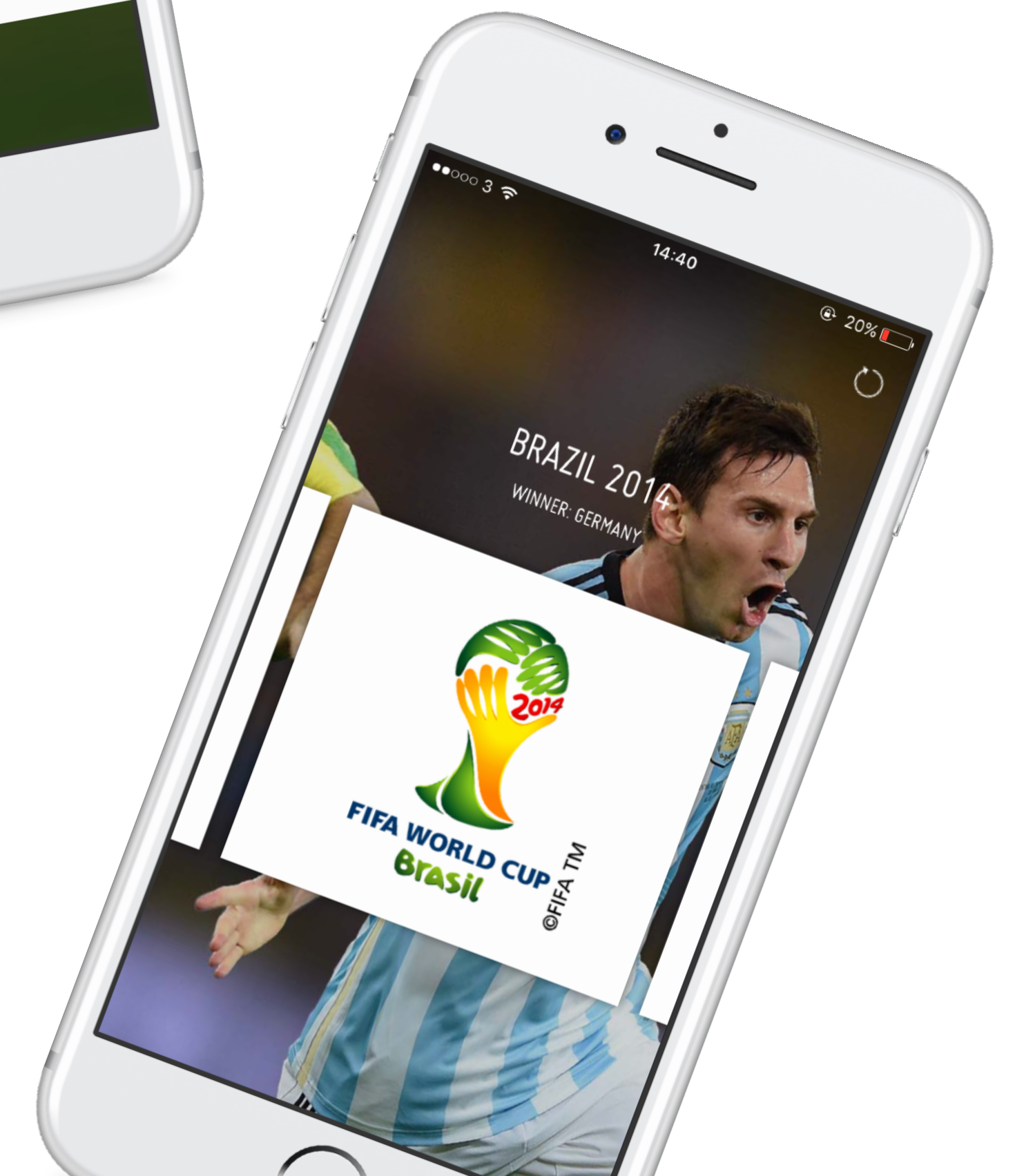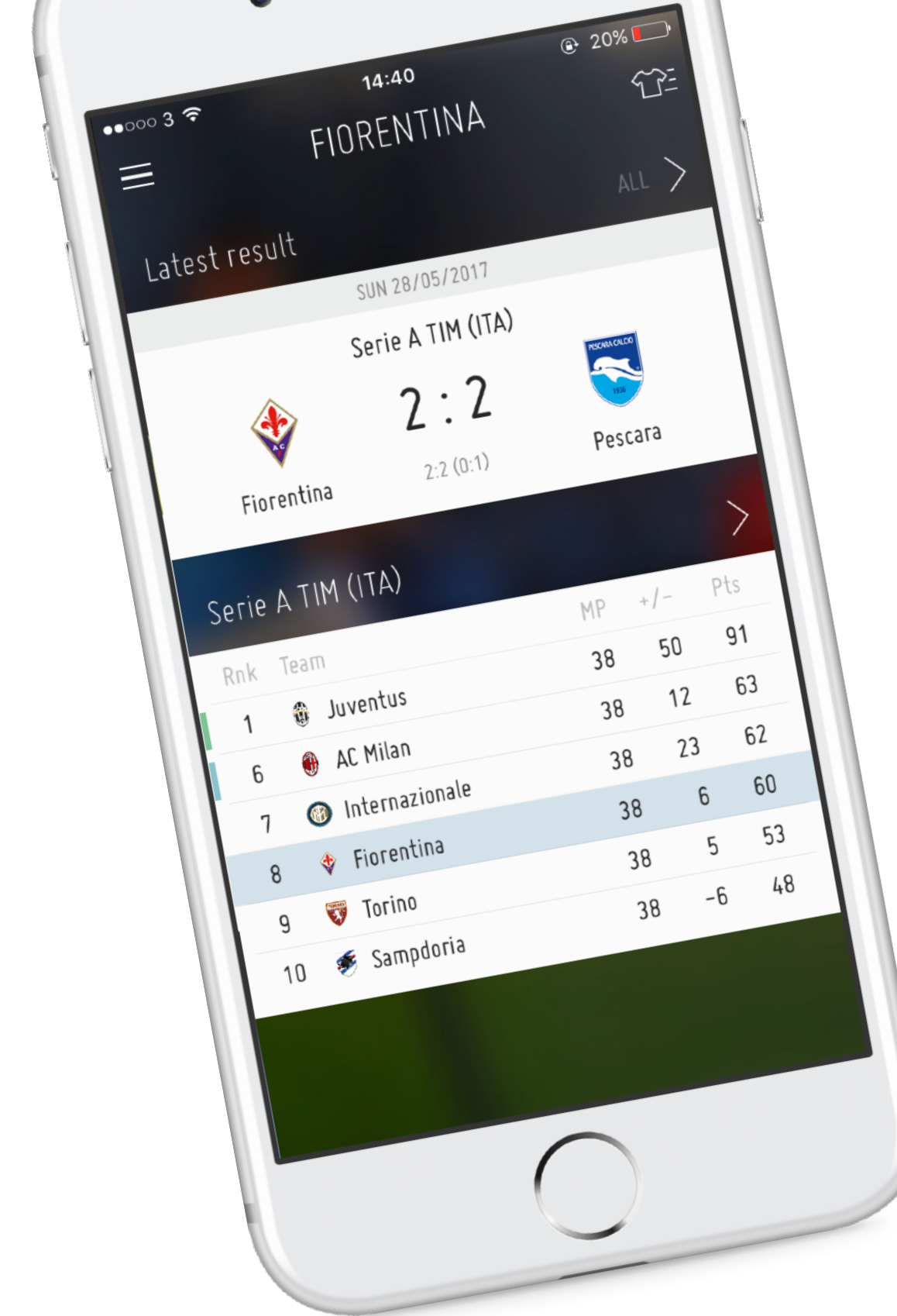
Process

Creating a complex app for a very well established audience meant a good amount of research and analysis on what people already had, what they wanted to have and how they interacted with the products already out there. We didn't want to engage in a features war, but make something valuable for the user.

Once established the direction there we put together very detailed userflows and started wireframing the key screens, then the full sections and in the end error scenarios and edge cases.

The process that was adopted was to assign the different platforms to different designers and lead with the iPhone app, which was then used as a starting point for the iPad and both Android versions.

Inter-team collaboration was essential, the deadline was very challenging and it was important that developers felt comfortable with what they needed to do. As part of the effort to make things as smooth as possible very detailed documentation was produced and shared within the team as well as the client.
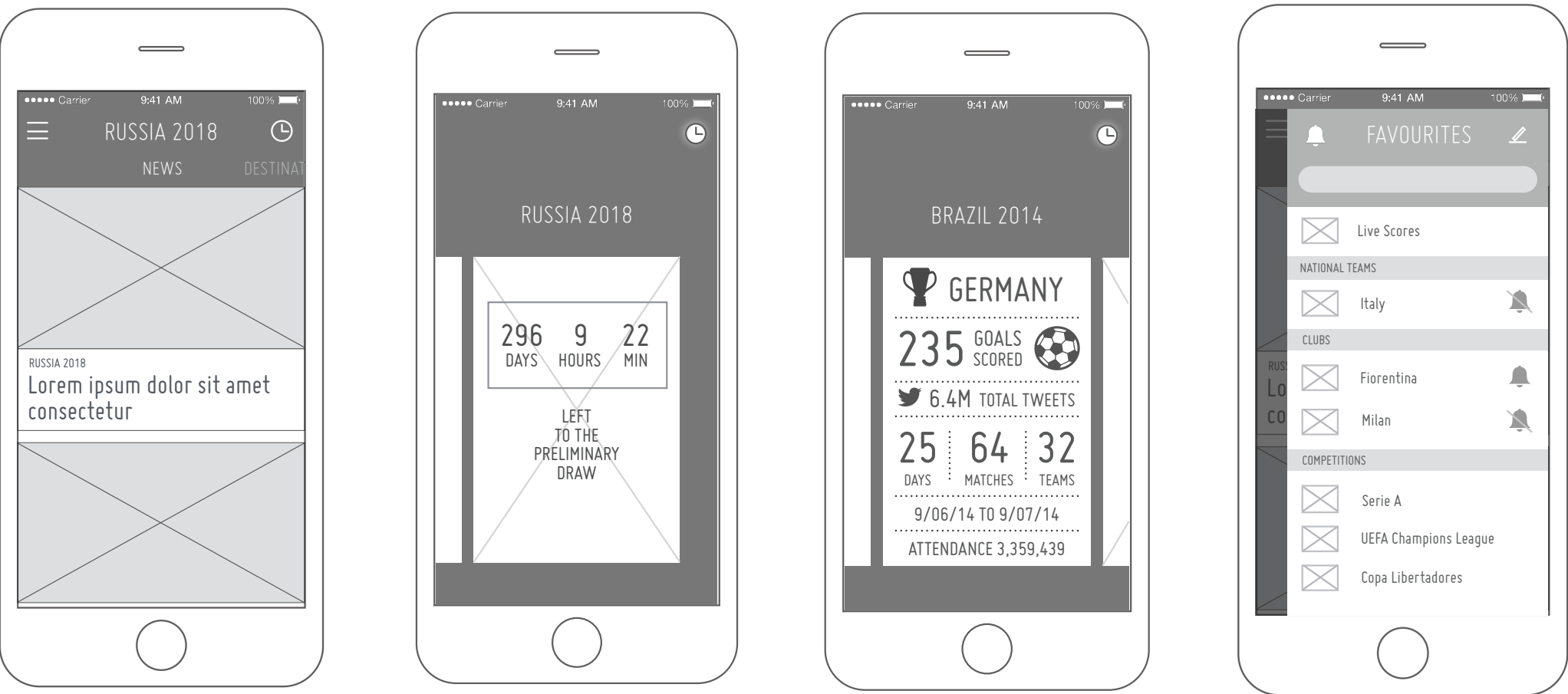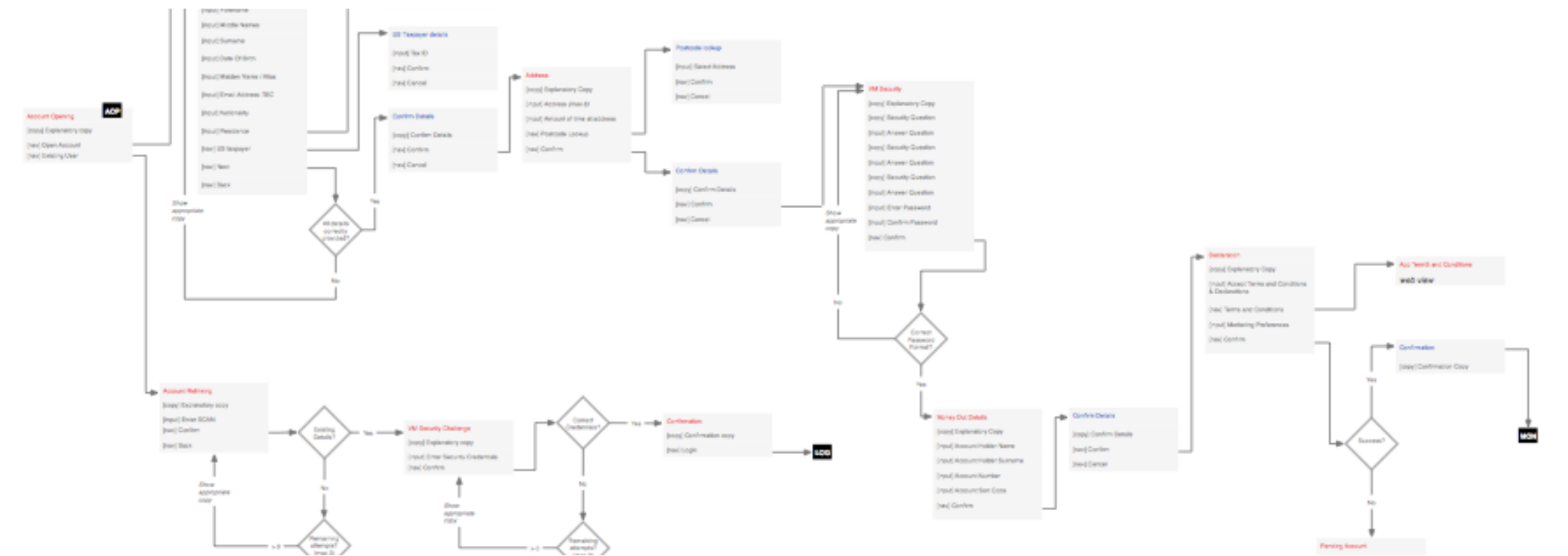
Result

Although the deadline was very challenging and the work to be done was a lot, we managed to deliver a very polished product for the 2014 World Cup event.
We felt we needed to differentiate the product in the competitive market and through social engagement in the app we managed to create a "Global Stadium", so that everyone using the app could feel as if they were in Brazil watching the match.

The app was the most downloaded, making it into the Apple Store featured apps and winning the FBA Best & Most Innovative User of Technology Award.
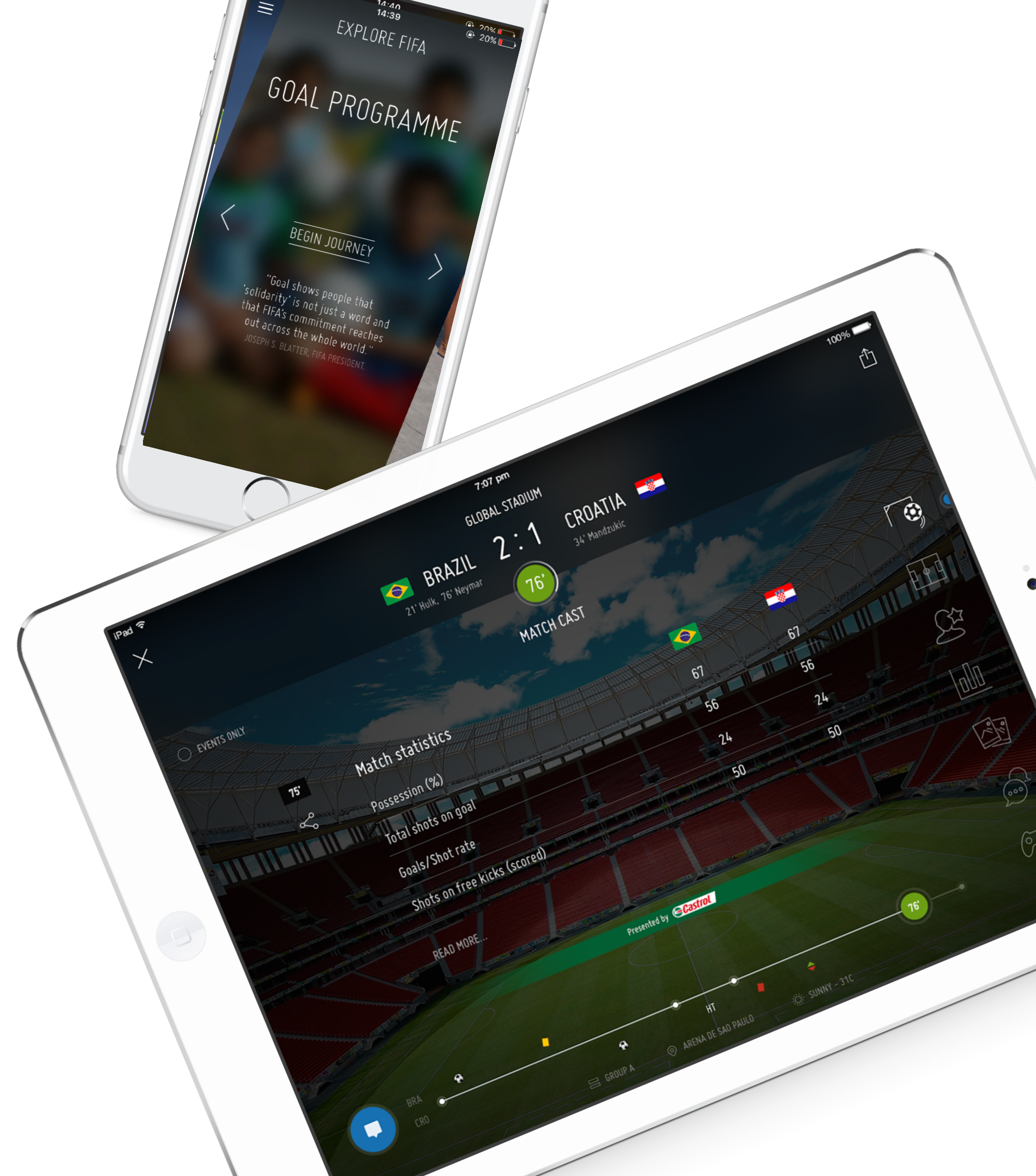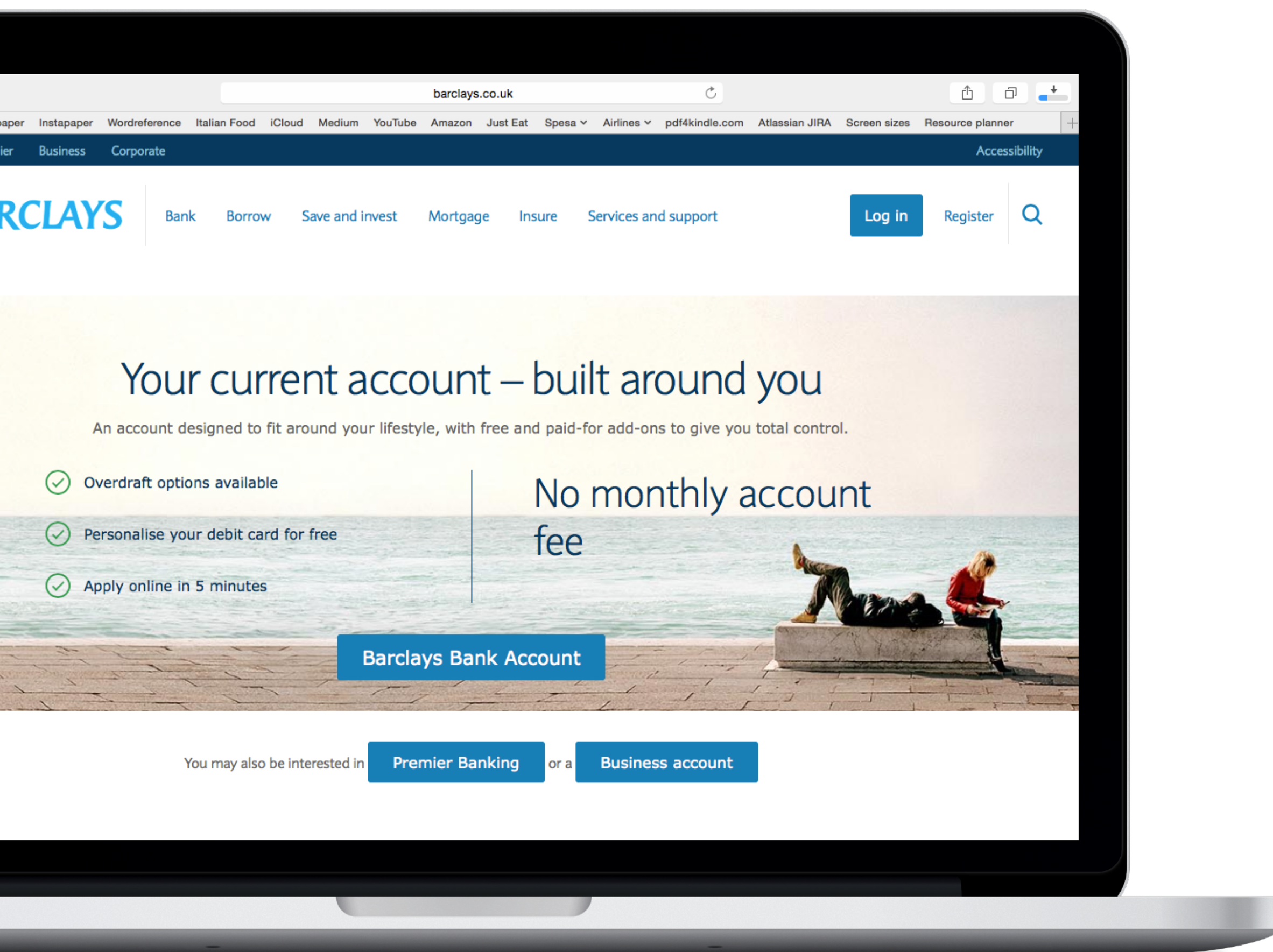
The client need was to define the user experience for the new International Banking product both on the personal banking website and on the iPhone mobile app.

This project needed to coordinate accounts between the UK, Spain and South Africa. All accounts had different properties to account for and the challenge was to give the user relevant information at any point in time.

As the UX lead I was working alongside the creative director and the client key stakeholders.
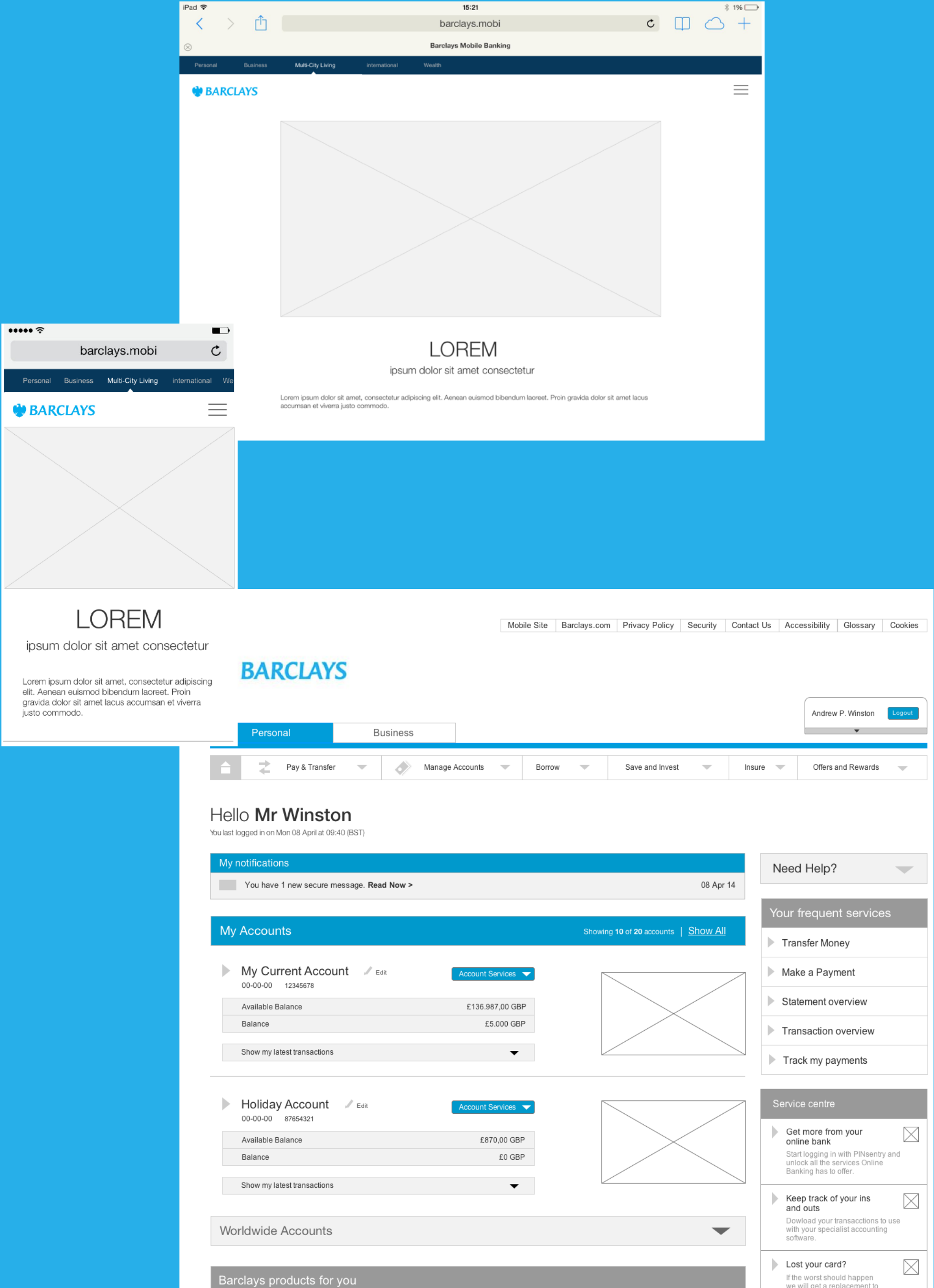
Process

When I joined the team to work on this project a lot of preliminary research and scoping had already been done. My role was to drive the UX design and deliver a complete product to the client within the agreed timeline and with the available resources.

Starting from the research and the flows that already existed we proceeded to create the responsive wireframes for web, exploring different solutions and reviewing with the client on a regular basis.

While defining this experience we also spent some time rethinking the website top navigation in order to make it more intuitive and easier to user for the customers.

A lot of work also went into the information hierarchy. It was extremely important for the user to be able to easily navigate through their banking profile and being able to get clear and useful information about what they were seeing.

For this project development was off-site so detailed documentation was the key to a successful delivery.

Result

In under 3 months we managed to deliver a full range of deliverables covering all the client requirements.

As part of the delivery we had hand-off sessions with the developers off-site as well as with the client project managers directly.

Jul 2014 - Mar 2015

Lead User Experience Designer and Team Manager

Platforms: iPhone, Android phone

Virgin Money Smart Account is an app that allows you to create a bank account right from the app, allows you to access the exclusive account offers and lets you earn points you can then use to enter branded competitions.

My role in this project was to work along the Head of UI looking after the UX of both iOS and Android app and the team itself.

The team consisted of two UX and two UI designers and the workload was split by platform.

My tasks also included working on people's workload, mentoring junior members and keeping the team motivated as well as managing the stakeholders on the client side and leading regular reviews and strategy planning.
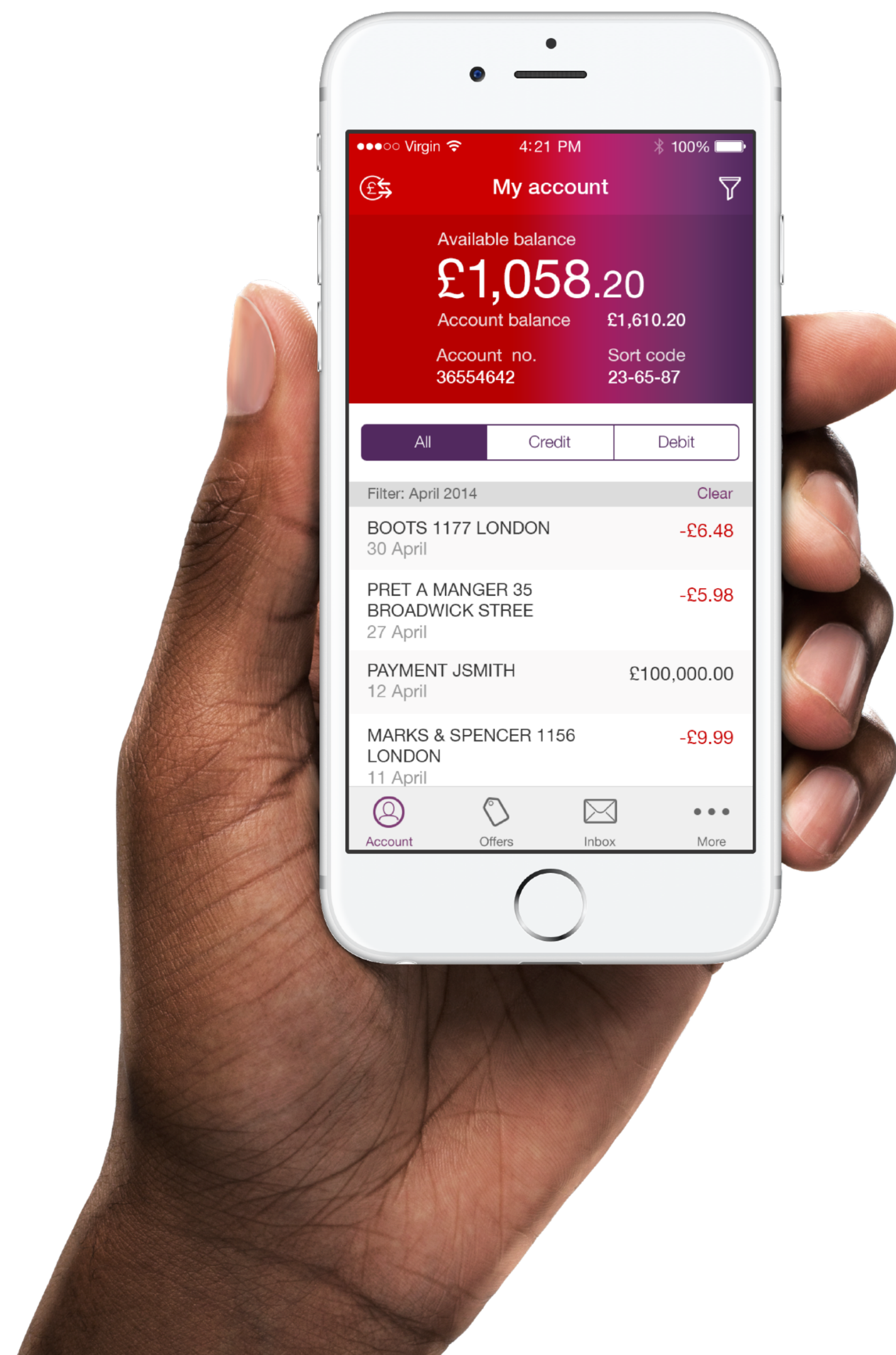
Process

I joined this project very early on so I was able to get involved from the very beginning.

We started the project by helping the client define what the app would look like, taking into account legal and practical constraints. We ran focus groups, created personas and concentrated on understanding the needs and behaviour of our users.

The initial phase included defining the scope and the release schedule, as well as setting up the team.

Once the direction was set we were able to start working on user journeys, wireframes and functional specs, leading with the key screens followed by the individual sections and the errors and edge cases. Key stakeholders were very much involved in the structuring of the product and we ran several exercises like card sorting to make sure their input was valuable.

For this project I worked very closely with business analysts, project managers, developers and the stakeholders, some of which were based on site and some off site.

A lot of work was also involved in writing the copy for both apps.
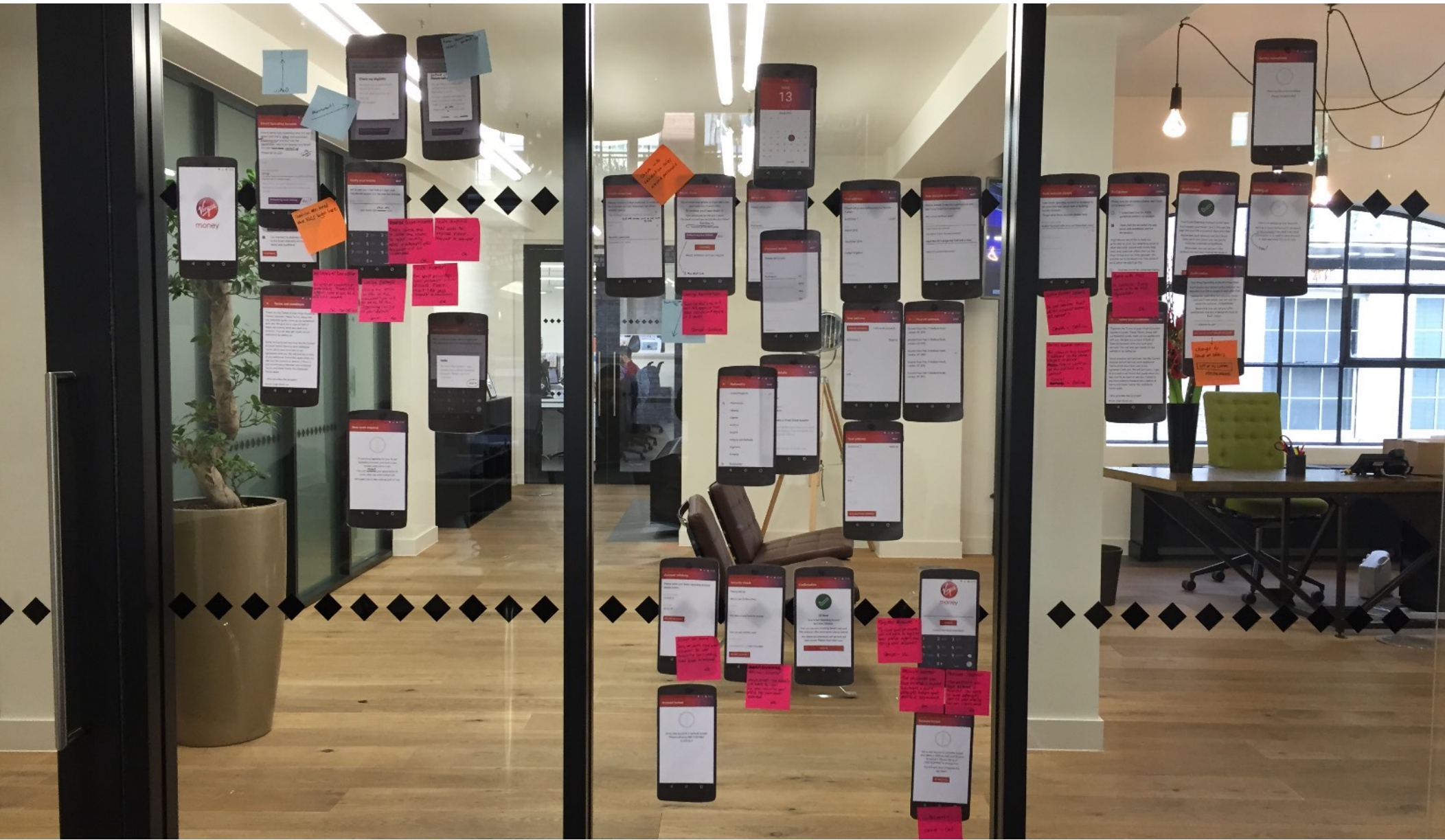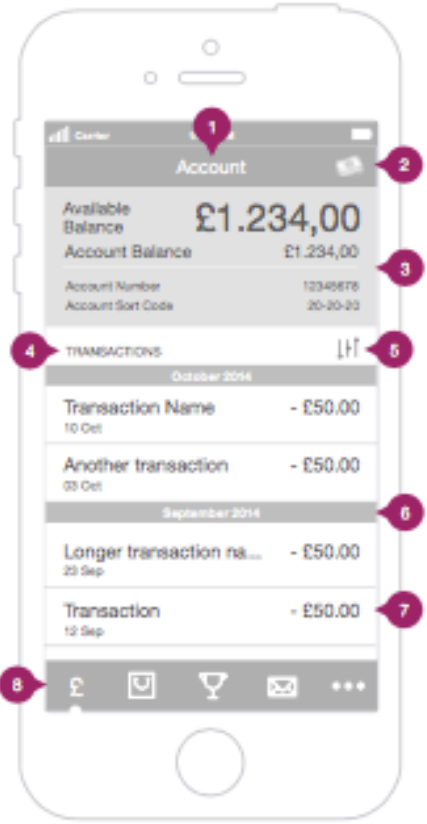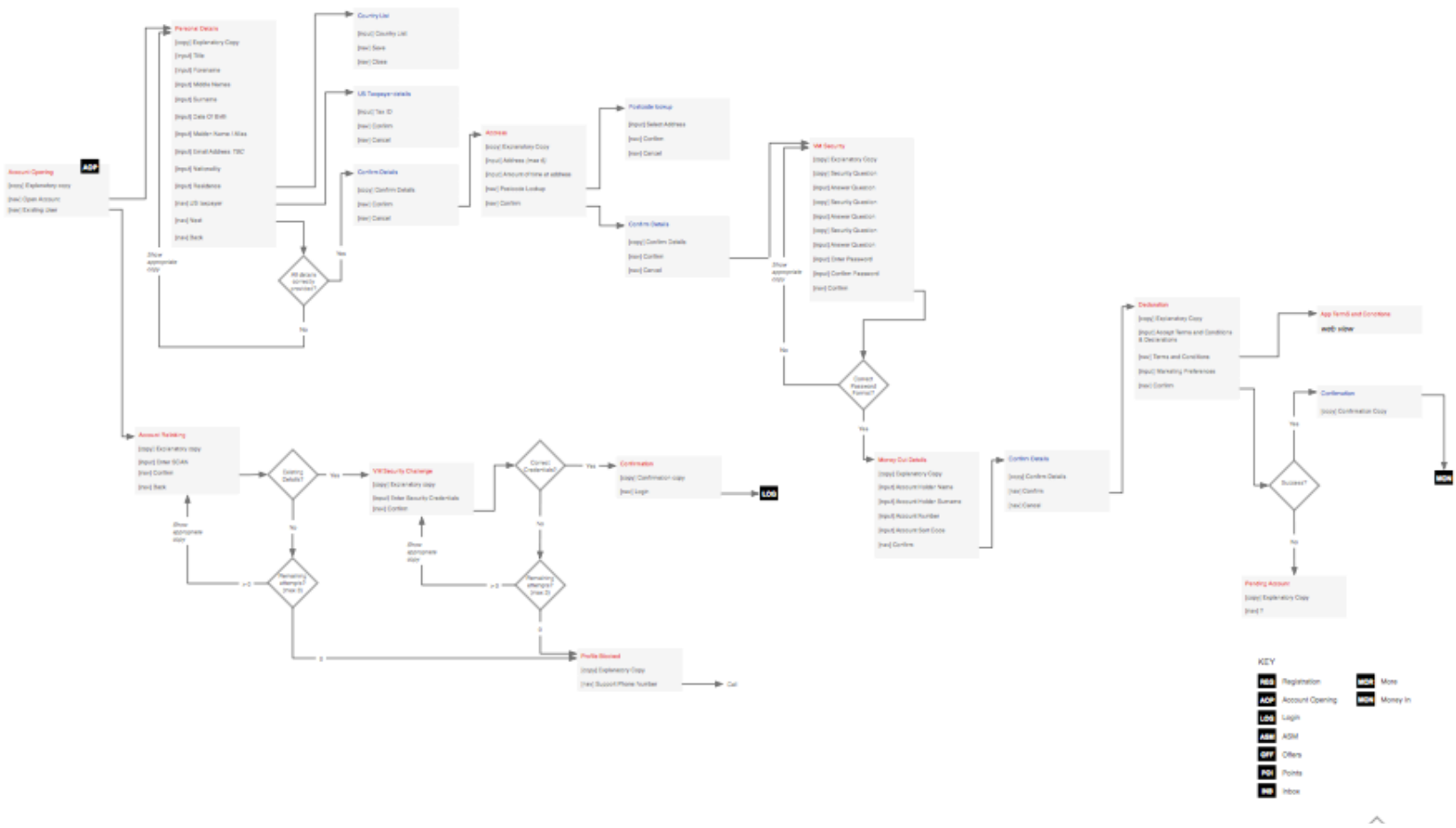
Result

The main challenge in this project was to deliver a sleek experience keeping in mind the legacy and the constraints added by all the legal and practical regulations.

Working very hard with the client we managed to reduce the on boarding flow from 15 steps to just 3 to dramatically increase the acquisition rate.

We delivered a nicely finished product on time and as the team was very close this has been a good opportunity for all team members to grow professionally and enhance areas of interest.

![HSBC](HSBC logo)

Apr 2015 - Aug 2015

Senior Consultant

Platform: Web

HSBC is one of the largest banking and financial services organisations in the world. Among all the products they offer there is a B2B product called HSBCnet, an internet banking platform to suit all companies needs giving access to a range of expert services.

My role in this project was to work alongside a team of designers and project managers to enhance the existing online experience via a Business As Usual working model as well as redesigning the interface patterns for a more radical change of the UX and UI.

For enhancements projects the business analysts would send in a request and my role was to estimate the project in terms of effort and experience required. We would then assign the projects to team members based on workload, work required and urgency.

Another side of my role included mentoring junior team members and leading the collaboration with the resident design expert at HSBC.

Development and business were off-site for this project, therefore a very detailed and clear documentation was essential to deliver a polished final product. We conducted regular stakeholders reviews to keep them up to date and gather feedback.

A lot of work has gone into accessibility, especially for the newly designed components. HSBC was very demanding around accessibility standards and part of my role was to do some in depth research around accessible solutions for a minimum of a AA standard, AAA preferred.

In developing new patterns my role also involved putting together the necessary documentation in order to explain the origin, the expected usage and the dos and don'ts in order to make it a company wide standard.

The platform itself was processing some $15trillion per year and in the time I was on the team we did achieve some impressive things, especially on the new skin side.

Dec 2015 - May 2017
VP, User Experience Design Lead

Platform: Desktop/Web

Tradeweb is a leading global marketplace for electronic fixed income, derivatives and ETFs trading.
In 1998 they first introduced electronic trading in the US and since then they have grown dramatically and are now providing electronic trading for over 20 marketplaces.

Since 1998 until 2015 they had never changed the interface and did not have a UX team on hand. The company invested in a team of designers and developers in order to revolutionise the user interface, redefine the user experience and strategically plan platform enhancements in order to improve KPIs.

As a sole designer in the London office my role was 40% hands on design and 60% managing my own workflow, products and the relevant projects.

The wider design team was located in New York, we regularly had catch-ups and workshops to ensure consistency and high standards for all the deliverables.

Reporting to the Director of design and the Head of Technology I was working on a range of tasks spanning from research and strategy to requirements gathering, delivering UX solutions, creating a design language, implementing visual designs, defining release projects priority, handling stakeholders, managing release projects delivery and timeline.

During my time at Tradeweb I was also responsible for spreading design knowledge in the London office and making sure people understood what my role was and what they could come to me for.

Among the products I was looking after there were both European and US products, which meant I was working with teams both in London and in New York.

For Tradeweb the face-lift is still ongoing and it will be for a while, while I was there though we achieved some tremendous results. One example of this is that we increase the daily volume on one of the products from $200k to $1M.

BNY MELLON

Jul 2017 - Oct 2017
Senior Consultant
Platform: Web

BNY Mellon is an American worldwide banking and financial services holding company. As of 2015 BNY Mellon was the world's largest custody bank, the sixth largest investment management firm in the world and he seventh largest wealth management firm in the United States.

BNY Mellon is currently refurbishing some of their products and migrating some of their customers to a shiny new platform. As part of this transition a project has been created to redesign two major products the bank is currently offering.

My role in this project was to work alongside a team of designers based in London and a team of project managers and developers based in New York. The aim of the project was to enhance the existing online experience of two of their main products via a complete redesign of both interaction and look & feel.

I worked with the design team and product managers to iron out the main requirements and define the direction of the project.
The timeline was tailored around an event the product managers were due to attend and the main features they wanted to promote.

As the work commenced we also led a few rounds of user testing and discovery sessions to gather further understanding of current usage and to validate our designs. Our solutions were mainly designed around customer needs while keeping in mind the technical limitations and the analytics we had been provided with.

Throughout the project we also conducted regular stakeholders reviews to keep them up to date and gather insightful feedback.

Development and business were off-site for this project, therefore a very detailed and clear documentation was essential. We provided the client with a number of deliverables including maps, annotated wireframes, prototypes and visual specifications.

May 2018 - Jul 2019

Product and Commercial Design Direction

Platform: Web

RiskFirst is a UK based financial technology company providing modern solutions to asset owners, consultants, asset managers and insurers to help grow and improve their business.

When I joined the company there was no design team. My role consisted of gradually bringing in a design perspective across the range of products they offer and grow a design team. In my time there I worked alongside developers, product owners, subject matter experts, clients and stakeholders to coordinate and understand the requirements in order to develop innovative solutions.

The work I managed ranged from the new company website to revamping presentation templates, designing completely new MVPs as well as improving the existing products. We worked with a SAFE methodology and planned our in three months increments.

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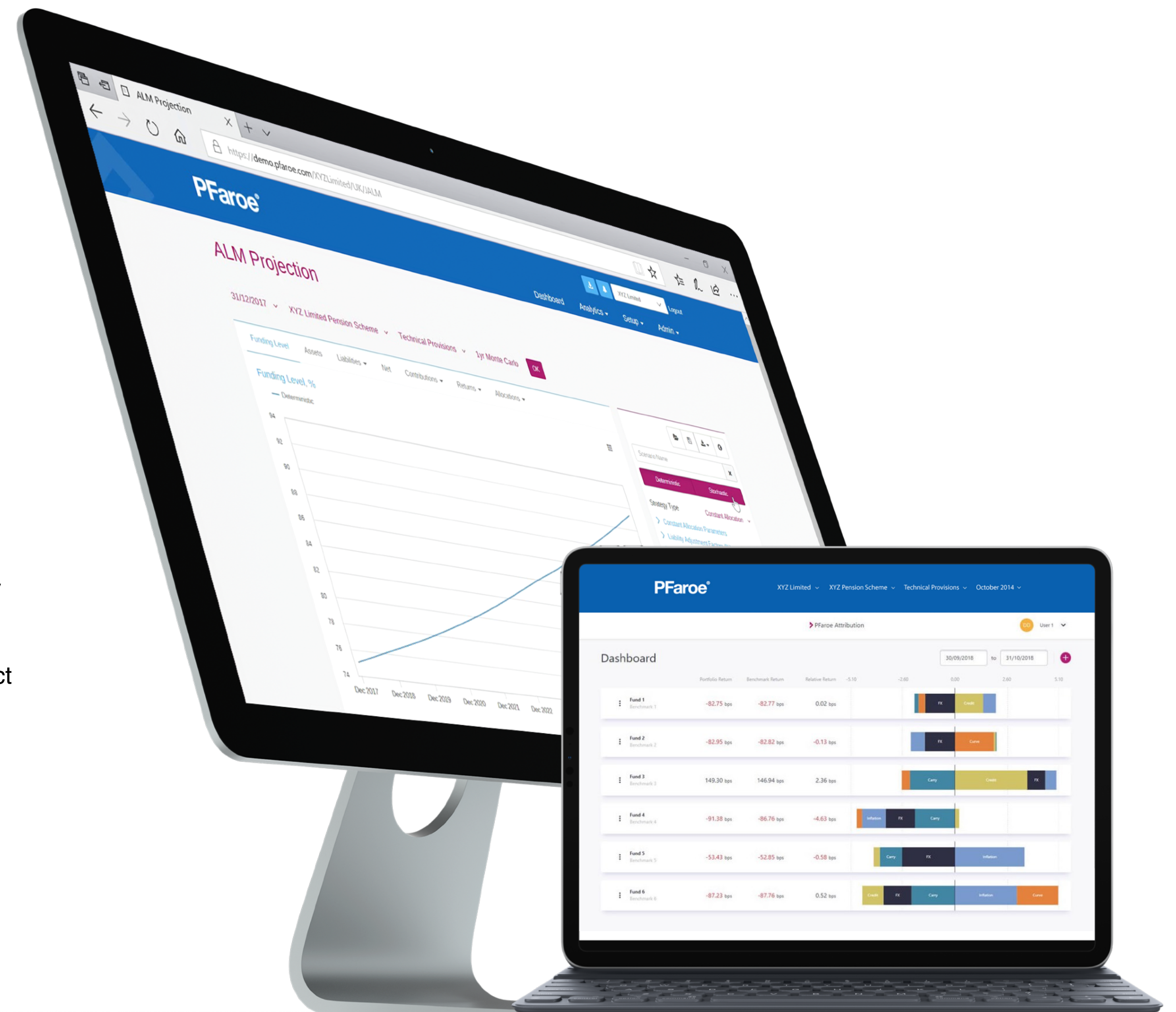
Jan 2018 - Jun 2020

Founder

Platform: Web

Jetter is an aggregator of private empty leg flights.

I have always been intrigued by the user experience of luxury good for high net worth individuals. As I was looking into the experience design of private jets I came across empty leg flights and thought there was an interesting market gap to be explored.

After spending some time validating the concept and doing market & user research I built a quick and easy MVP website to test the concept.

The product ultimately didn't work out. I had plenty of end user interest, but the charter brokers weren't as collaborative as I hoped. I tried to tackle the problem from a few different angles, ended up burning out and abandoning the project.

I still believe there is a gap in the market to be exploited, but not for me at the moment.

JETTER

THE HOME OF EMPTY LEGS

Fly in a private jet at the price of first class.

GET IN TOUCH
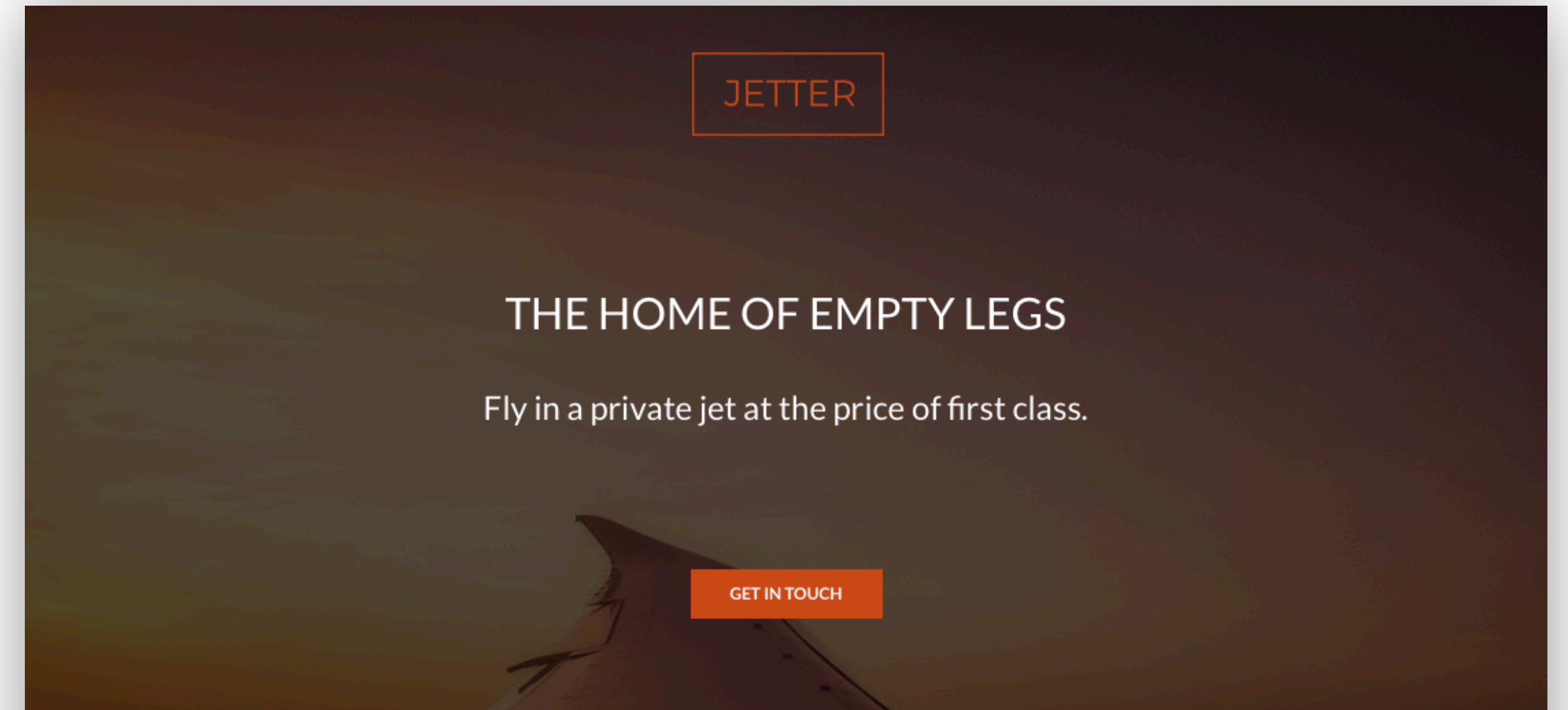
London

15 MAY 18	Moscow - London	Hawker 900XP	8	£8,950	ENQUIRE
15 MAY 18	Kuwait - London	Legacy 650	13	-	ENQUIRE
16 MAY 18	London - Venezia	Learjet 75	8	£8,800	ENQUIRE
16 MAY 18	Nice - London	Cessna C750 Citation X	8	-	ENQUIRE
16 MAY 18	London - Gran Canaria	Challenger 850	12	-	ENQUIRE
16 MAY 18	London - Milano	Cessna 510 Mustang	4	-	ENQUIRE
17 MAY 18	Palma De Mallorca - London	Learjet 45/45XR	8	-	ENQUIRE
17 MAY 18	London - New York	Bombardier Challenger 650	12	-	ENQUIRE
18 MAY 18	London - Berlin	Cessna 510 Mustang	4	-	ENQUIRE
18 MAY 18	London - Rhodes	Nextant 400XT	6	£10,500	ENQUIRE
19 MAY 18	London - Stockholm	Learjet 45	8	£7,200	ENQUIRE

Delta Capita

Financial Services Division of PRYTEK

Aug 2020 - Present
Head of Design
Platform: Web

Delta Capita provides a Business Operating Platform-as-a-Service for the Financial Services industry. The company comprises several teams which build and run several products.

I joined Delta Capita over 4 years ago and over time my role has been spanning across several teams and disciplines. From user research to UX design, implementing a new design language, building a component library, defining the product strategy and advising on M&A processes. A very important part of the process has also involved evangelising the design culture within the company, while promoting innovation and accessibility.

At Delta Capita I work day to day alongside the C-suite, clients, developers, product owners and subject matter experts to coordinate and understand the requirements in order to propose the most suitable solutions.

As the products are confidential, I will be able to share further insights in a confidential setting.
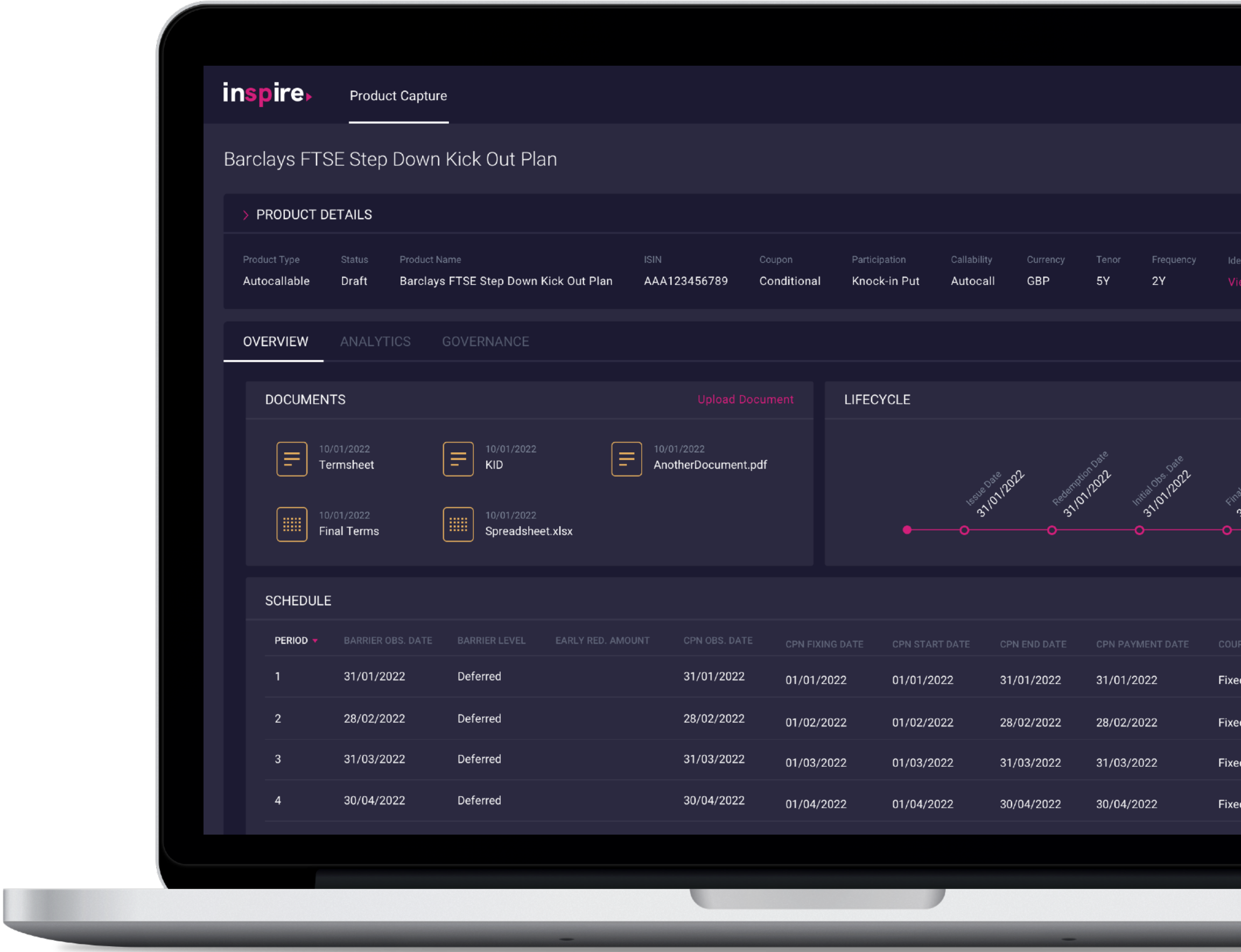
Thank you

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