



Valentina Ferretti

Product Designer

4+ years as a product designer in **fast-growing** environments. I designed apps with k-factor > 1, built onboarding flows with 90% signup. Seeing **network effects** kick in and the metrics rise is my **endorphin boost**. **2,300+** pages of notes written to understand reality, find patterns, and leverage them.

Top 0.1% out of 35k participants on [getCredible](#)

Winner of Wiraki Designer Contest out of 200+ designers

Winner of Excellence Scholarship

Contact

[valeferretti.com](#)

[@ valentina.vf.ferretti@gmail.com](mailto:valentina.vf.ferretti@gmail.com)

[in linkedin.com/in/valentinaferretti](https://www.linkedin.com/in/valentinaferretti)

github.com/valeeff

x.com/VandEffe

Lucida AI, 3.5M+ downloads worldwide

Product Designer Feb 2026 - Apr 2026

- **Led product and design** for Lucida AI, B2C app ranked Top 10 on the App Store in multiple countries
- **Led the 0→1 design of a new product**, achieving 70% signup conversion (**Top 5%** benchmark for the category)
- **Introduced user research** processes to ground decisions in user behaviour
- **Defined** sprint priorities and experimentation, coordinating execution across design and engineering

getCredible, UK-based startup

Founding Product Designer Apr 2022 - Jan 2026

- Designed early product that supported a **£500k fundraising**
- **3.9x** on onboarding conversion rate from (23% to 90%) through rapid, data-driven iteration (**Top 1%** benchmark for the category)
- **Transformed** the business core action, driving **13x completion**
- **Led design** across **UX, UI, and brand** as the sole designer
- Drove **K-factor > 1** across multiple dense networks
- Designed the **product pivot from 0→1** in close partnership with the **founders**, owning all design decisions
- Operated in a high-velocity shipping culture in a **zero-playbook environment**

Latest personal products shipped

→ **Paper Builder** 2026

- Built and shipped Paper Builder, a multi-agent orchestrator that turns **teammates' Slack brainstorming into designs** and **live demos** at the speed of a message, directly in the channel.

→ **Mobbin Reliability Score** 2026

- Built and published a **data-driven scoring system** to evaluate real product traction, using public app data.

→ **Figma Auto Switcher Plugin** 2025

- Built a tool that **eliminates painful prototyping friction** for designers.

Service & Product Design Student - 110/110 cum laude 2020 - 2022

Sapienza University of Rome

Industrial Designer 2019

Un-Real Studio

Industrial Design Student - 110/110 cum laude 2016-2020

University of Florence

WOW

WOW

Reading resumes
is boring?

Go get some endorphins
on [valeferretti.com](#)

WOW

WOW

Technical skills

Product building (from design to release)

Figma, Paper, Lovable

High-fidelity prototyping

HTML & CSS, Javascript, Python, Typescript (basic)