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 technologies including AI, I thrive on ambiguity and lead by example to deliver B2B/B2C solutions.

Education and Certifications

Scrum PSM I and II

MBA Essentials, LSE

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

BA (Summa cum laude) in Communication, IULM University

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 / AI tools for coding & video.

Languages English / Italian / Spanish

Interests

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

Professional Experience

Designer (contract) at **Lumina Platforms** / London, Oct 2024 – Apr 2025

Worked closely with the two founders to research, scope and create the experience of a new Agentic AI platform aimed at designers and creators.

Cofounder at **Gluecharm** / London and Barcelona, Jan 2024 – Nov 2024

Led the design and product development of a new AI platform to help software product teams scope new product ideas and features faster and better.

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 (25 designers) to lead both product development and external client engagements.

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.