

Dario Codipietro

I'm currently building **Fiuto.ai**, an AI-powered user research tool I designed and built solo, end to end. Before that I was Product Design Lead at GitLaw, an AI-native legal platform, and spent 3 years as Staff Product Designer at Samsung Food, helping deliver AI-powered features, transforming design processes and managing the design system. I now run that whole process with coding agents.

My background is rooted in streaming and multi-platform design at DAZN, Discovery and Massive Interactive, designing native experiences across mobile, web, smart TVs and connected devices. I've also worked on consumer products at Nando's, VAHA and EE.

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Professional experience

Fiuto

Founder, E2E Product Delivery

Jun 2026 to Present

Designed, built and launched an AI-powered user research platform as a solo founder, end to end: study authoring, launch and respondent flows, AI-assisted analysis and billing.

- Took Fiuto from a personal tool to a live product with about 70 users, bootstrapped, with no paid acquisition.
- Opened Fiuto to teams that work through coding agents, with an MCP server that lets Claude Code and Cursor create and run studies from inside a build session.
- Steered the roadmap with weekly competitive research run through coding agents, and reversed the descope of sharing for AI insights after one review. That project went from the tracker to staging in about six hours.
- Cut component redesigns to a single session by running design, build and QA as one agentic workflow, with no Figma handoff.

GitLaw AI

Product Design Lead

Apr 2025 to Jun 2026

Built the design function, the design system and the research programme from scratch as the first designer at an AI-native legal platform for freelancers, founders and small businesses. Led design for multi-file chat with confidence-tiered disambiguation, the Contract Intelligence workspace, onboarding and the chat orchestration behind lawyer-facing surfaces.

- Sharpened the ICP to founders and freelancers through 9 rounds of concept testing plus usability tests on Prolific and Lyssna, 10 to 30 participants a slot, and iterated designs on the findings before release.
- Expanded and managed the design system through 3 releases in under a year, rebuilt in Storybook with 53 components and 1,475 icons, and made the production codebase the single source of truth for design and engineering.
- Made the cycle from design to implementation much faster by automating the Figma-to-code loop in both directions, adopted by 4 engineers within 2 weeks.
- Gave product and the CEO a prototyping playground on the product's own tokens, where ideas were validated before they reached the roadmap. It had 31 prototypes in 5 weeks and 58 pull requests from the CEO.

- Set the design language later AI features built on, with answers as cards and a plan the user approves before the AI acts.
- Brought negotiation and signing into the product with track changes and eSign, so users could complete a contract in GitLaw without exporting it to Word or DocuSign.

Samsung Food

Staff Product Designer

Apr 2022 to Mar 2025

Led meal planning, Recipe AI and the first health dashboard across iOS, Android and web, each from research to release, as Samsung Food moved from a recipe app into wellness and launched Samsung Food+, its paid tier. Mentored 3 designers.

- Rebuilt the meal planner for casual planners after premium concept tests showed it was the product's weakest surface. After its release in 2024, engagement and time in app rose, and planning became one of the app's core surfaces.
- Led the Tailored Plan, the generated weekly plan Samsung announced for Food+ at IFA 2024. After release almost every active user had a tailored plan, where about one in eight had planned before.
- Set the order of the AI roadmap with willingness-to-pay tests, recipe conversion first. Recipe AI launched in Beta at IFA 2023 and became a headline feature of Samsung Food+.
- Led ingredient substitutions, the most requested feature in the Premium research, from test to release for every user in 2023, with a Premium layer on top.
- Designed the first health dashboard, which put nutrition goals and progress in the app in 2024.
- Expanded and managed the design system across iOS, Android and web, reorganised its components for modularity and set up the process for updating and creating them, so design and engineering worked more consistently and efficiently.
- Replaced a fragmented design workflow with a structured iteration and review process, from discovery in the product team to leadership design reviews, and brought AI tools, research and testing into it. Every designer on the team adopted it. Briefs went from hypothesis to handover inside a sprint.

Nando's

Senior Product Designer

Jan 2022 to Mar 2022

Rebuilt the rewards experience for staff and customers at the restaurant till, through discovery, field research and iterative delivery.

- Redesigned rewards at the till so staff redeem inside the order flow instead of switching to a separate loyalty system mid-order, with a customer-facing display and QR sign-up for new members, tested in two prototype rounds.

VAHA

Lead Product Designer

Jun 2021 to Jan 2022

Community, gamification and automation features for a smart mirror built for at-home training and its companion app, plus a new, scalable design system.

- Set the retention strategy for community and gamification in a workshop in the first month, then designed the social states, badges, streaks and stories across the mirror and the app.
- Redesigned the app navigation, and settled the profile's place in it and its privacy model with an A/B test of two prototypes built from the new design system.

Deltatre / Rogers Canada

Lead Product Designer

Apr 2021 to Jun 2021

A next-generation sports app vision piece for Sportsnet (Rogers CA), run as a double-wave process from discovery through definition, ideation and delivery, with the client in the room throughout.

- Gave Rogers the internal case for a new, more engaging Sportsnet app, which then went into delivery in phases.

BT Business

Lead Experience Designer

Mar 2021 to Apr 2021

A short engagement on BT Global's business-wide digital transformation.

Utility Warehouse

Lead UX Designer

Jun 2020 to Mar 2021

Customer onboarding for a multi-service utility, and the assisted remote conversion journeys that became essential through lockdown, using partner feedback, FullStory and Looker.

- Redesigned the service steps of Join the Club, the acquisition funnel. After release fewer customers dropped out at the mobile step, and more orders included several SIMs.
- Redesigned the remote appointment that replaced home visits and kept partner-led sales running through lockdown, and defined a state for the partner and the prospect from the invite to a dropped connection.

Discovery Inc

Senior UX Designer / Lead UX Designer

Feb 2019 to Apr 2020

UX for a global video-on-demand platform, so Discovery could deploy and update its video apps across markets: authentication, subscription, self-service and playback on every platform.

- Designed the entitlement model and the modular sign-up and purchase journeys that let dplay, Eurosport and Quest each run a different access model on one shared platform. Every Discovery streaming service on the platform then used the same UX architecture.
- The journeys became the basis of Eurosport Player's authentication when it moved in-house from an external vendor. After dplay made registration required before playback, registered users rose sharply.
- Facilitated the off-boarding workshop whose ideas went into Account v2's cancel journey. The journey offers a pause and the shows coming up before a subscriber cancels.

Massive Interactive

Senior UX and UI Designer

Mar 2018 to Feb 2019

UX and UI for streaming apps on Massive's own platform, AXIS, for WWE, Univision, ITV and the BBC and Bell Media, and for IAG's in-flight entertainment.

- Owned the UX of the WWE Network 2.0 iOS and Android apps, whose native journeys became the base for every other platform. The released app's ratings rose on both stores.
- Set the spec format Massive's UX team used for its other clients: coded flows, journeys mapped from a user level and an entry point, and wireframes labelled with the AXIS components they use.
- Designed the Live features AXIS lacked (the EPG, schedule, live channels, live rails and live playback), which several client launches that year needed.

- Designed the full UX on every platform for Socco, Univision's direct-to-consumer football service, on out-of-the-box AXIS modules, the basis for its UI and production.
- Designed authentication, acquisition and self-serve journeys for BritBox UK, the ITV and BBC streaming service, in two sprints reviewed weekly with ITV. The UI team built the final screens on them.
- Designed the tvOS UI for Bell Media's CTV app, reskinned for RDS and TSN, and an in-flight news concept for IAG's entertainment dashboard.

DAZN

Senior Product Designer

Mar 2016 to Mar 2018

Content navigation and discovery across web, native apps and the living room as DAZN launched in DACH, Japan and Canada, and white-labelling the core product for a major US sports league for distribution at scale.

- Made the case to leadership for native-first mobile, and DAZN hired an in-house native team to build it. Designed the tile system that became the standard on every platform.
- Redesigned navigation and content discovery on native patterns, iOS first. App store ratings rose from barely 3 stars to 4+ on first release, and DAZN then rolled the design out to Android and the web.

EE

Senior UX Designer

Mar 2015 to Mar 2016

Self-service, e-commerce and future releases on the EE (T-Mobile / Orange UK) UX team.

- Designed the UX for EE's first fully native app on iOS and Android.

Cell48

Senior UX Designer

Sep 2014 to Mar 2015

Sole UX designer across all platforms, and designed the UX and UI for their internal CMS.

Open Reply

Lead Designer

Apr 2012 to Sep 2014

Led designers and front-end developers building apps and responsive sites for clients across media, automotive and luxury.

Skills

Product design	End-to-end product design with hands-on ownership, from discovery to implementation. Complex digital products, 0 to 1 and at scale, across B2C consumer apps and B2B customer workflows, shipped to a high quality bar. Ambiguous problems turned into clear, usable interfaces. Product strategy, design strategy, roadmap and prioritisation. Product thinking, UX thinking and systems thinking.
UX and interaction design	User experience design (UX), UI design and interaction design. User-centred and human-centred design, design thinking and research-led decisions. User flows and task flows, journey mapping, information architecture and taxonomy. Wireframes, interaction patterns, behaviour documentation and specifications annotated for engineering handoff.

UI states and edge cases	Edge cases and UI states: empty states, loading states, error states and recovery states. Permissions, entitlements and account journeys.
Service design and UX writing	Service design across staff, partner and customer journeys. UX writing and content design for product copy, from interface labels to error messages.
Visual design	Visual craft across UI, typography and brand design. Layout, composition and visual hierarchy, with attention to detail and visual quality. Motion, animation and micro-interactions. Responsive design: responsive interfaces across breakpoints and devices. Accessibility and inclusive design to WCAG 2.2 AA, for accessible experiences checked with coding agents and visual QA.
Prototyping	High-fidelity prototyping in Figma, Axure, Framer and code. Interactive prototypes for user testing and stakeholder review. Code prototypes in HTML, CSS, JavaScript and React, built with coding agents.
Design systems	Design systems at scale, with reusable components, component libraries, design tokens and documentation in Storybook and Ladle. Figma-to-code workflows with engineering.
Research	User research through user interviews, concept testing and usability testing, qualitative and quantitative. Personas, benchmarking and competitor analysis. Usability findings, user behaviour and insights into user needs, turned into hypotheses to test and iterate on.
Data and experimentation	Data-informed decisions grounded in product evidence. Experimentation with A/B testing and other live experiments. Impact measured through metrics, funnels and product analytics. Conversion and onboarding optimisation.
Leadership and collaboration	Design leadership: design functions built from scratch, with strategic design direction. Cross-functional collaboration with product managers, engineering, researchers, content design and growth. Design decision-making, and clear communication of trade-offs to stakeholders and leadership. Stakeholder management and influence on product strategy and roadmaps. Articulate storytelling and presentation of design work. Workshop facilitation, design reviews, design critique and stakeholder alignment. Team leadership, mentoring and coaching, with hands-on feedback on design work. Client-facing consultancy and agency delivery.
Ways of working	Work closely with product, engineering and research: collaborate early, communicate clearly. Comfortable with ambiguity in fast-paced, early-stage teams, balancing competing priorities. Problem solving with empathy for users, breaking complex problems down. Curious and hands-on, with autonomy and ownership from problem framing to release.

Design automation and AI	End-to-end design and delivery with coding agents, running research, design, build and QA as one agentic workflow. Direction and judgement from the designer, build from the agent. AI-assisted workflows with AI tools, prompting and MCP. AI product design for generative AI, agentic AI and conversational interfaces, LLM-powered chat and AI-assisted analysis. Recorded walkthroughs on the site.
Design engineering	Front-end development in HTML, CSS, JavaScript, React and TypeScript, with coding agents. MCP server and API design, built with Claude Code. Storybook and Ladle components, and GitHub pull requests. Technical fluency: engineering and technical constraints, platform constraints, integration constraints, dependencies and trade-offs. Design support through implementation: implementation questions, design QA and build quality.
Design and prototyping tools	Figma. FigJam. Figma Make. Claude Design. Framer. Axure RP. Sketch. InVision. Zeplin. Principle. ProtoPie. Adobe Photoshop. Adobe Illustrator. Adobe After Effects. Adobe InDesign. Lottie.
Code and AI tools	Claude Code. Cursor. Codex. MCP. GitHub. Storybook. Ladle.
Research and analytics tools	Prolific. Lyssna. Maze. PostHog. Amplitude. FullStory. Looker.
Collaboration tools	Miro. Jira. Confluence. Notion. Linear. Trello.
Platforms	iOS and Android apps to the Human Interface Guidelines and Material Design, responsive web, smart TV and connected devices, OTT and VOD streaming.
Sectors	AI products, including generative and conversational AI. B2B SaaS and B2C consumer apps, with freemium and subscription models. Streaming, media and sport, including registration, entitlements and subscription journeys. Health, wellness and food. Legal tech. Telecoms and utilities. Automotive and luxury, as agency clients.

Open to	Contract or permanent	**Based in**	London, remote or hybrid
Right to work	UK settled status, EU citizen	**Available**	Immediately
Languages	English, Italian, Spanish		

Education

Università di Roma La Sapienza
Biology, all exams completed (27.7/30). No degree conferred.
1992 to 1999

Scuola Italiana Cristoforo Colombo
Maturità Scientifica, scientific high school diploma
1987 to 1991

References

Marc Kimmel

Head of Design, Samsung Food

Worked together at Samsung Food

Over the course of our time working together, Dario has been a creative powerhouse, epitomizing the power of design thinking through his creativity, collaboration, innovation, and iterative approach.

He consistently brings fresh perspectives, unique ideas, and well-honed solutions to every challenge, while his passion for emerging technologies and awareness of design trends has greatly benefited our team.

Highly confident and capable, Dario owns design end-to-end from early conceptual exploration to interactive prototype testing to delivery of polished micro-interactions. As a great design partner, he excels at collaborating within a fast-moving, globally distributed, multidisciplinary team.

Dario is adept at driving design execution across multiple complex projects while mentoring and supporting a diverse team of designers. I've truly valued Dario as part of our team and would recommend him as a strong addition to any team.

Kirill Pavlov

Lead Product Designer, Samsung Food

Worked together at Samsung Food

I had the pleasure of working with Dario on the Samsung design team from 2022. During this time, Dario proved to be an exceptional colleague and mentor who brought energy and innovation to our team. His original solutions not only inspired us but also elevated our company culture to new heights. Dario also introduced more thorough research and testing practices, which greatly improved our workflow. His approach led to the creation of numerous innovative solutions in the Food & Wellness domain, making a lasting impact on our product.

Evgenii Polei

Senior Product Designer, Samsung Food

Worked together at Samsung Food

I had the pleasure of working with Dario for two years at Samsung Food, where he joined us as a staff product designer. During this time, Dario consistently demonstrated a high level of expertise in his field. His experience and efficiency were evident in every project he undertook.

Dario's ability to navigate complex design challenges and deliver thoughtful, user-centered solutions was truly impressive. He has a keen eye for detail and a solid understanding of both the technical and aesthetic aspects of product design.

Beyond his technical skills, Dario is a team player who is always willing to lend a helping hand and share his knowledge with others. His positive attitude and collaborative spirit made him a joy to work with.

In summary, Dario is a very experienced and efficient designer who consistently produces high-quality work. He is a valuable asset to any team, and I highly recommend him for any product design role.

Nick Gushchin

Lead Software Engineer, Samsung Food

Worked together at Samsung Food

I was lucky enough to work with Dario - he's an absolute wizard at what he does. Seriously talented and a great person to work with!

Georgina Vega

Senior UX Researcher, Samsung Food

Worked together at Samsung Food

If you’re looking for a super solid Design Lead, Dario Codipietro is available!

Scott Byrne-Fraser

Director, Product of Experience

Worked together at DAZN and VAHA

I have had the pleasure of working with Dario in multiple companies over the years. Dario is one of my go-to people for complex projects.

Dario has a fast and pragmatic approach to working through complex product design challenges. His approach covers all the potential use cases and edges cases.

Dario works well with stakeholders at all levels in an organisation. Essential when getting full alignment in the solution to product design challenges.

Dario works quickly, sharing work often and works enabling him tease out feedback and detail. This facilitates quick user feedback cycles.

Michaela Palanova

Director of Product Design, Unidays

Worked together at DAZN and VAHA

I had the privilege of working with Dario in two different professional settings, and each time he impressed me with his immense creativity and problem-solving skills. Dario has an exceptional ability to tackle complex design challenges with innovative solutions, always thinking outside the box. His mastery of design tools is remarkable, and he uses them to bring his ideas to life with precision and efficiency. Whether collaborating on projects or watching him work independently, Dario's passion for design and his commitment to excellence are evident. He’s an asset to any team, and I truly enjoyed working alongside him.

Carolina Delgado

Lead UX Designer, Freelance

Worked together at Massive Interactive

Dario is an incredible UX designer, very detail oriented and logical. Creatively he always find an elegant solution to a problem, after digging sufficiently in the data available. I will highly recommend Dario to be part of any UXD Team searching for the next star and won't hesitate to accept working with him again.

Dave Campbell

UX / Product Designer, Unidays

Worked together at DAZN

Dario is one of the best designers I know. His attention to detail is unmatched and he's always the first to explore new tools and processes so the team could work smarter and more quickly.

Michael Passaretti

Project and Team Manager, 01tribe

Worked together at 01tribe

I totally recommend Dario, I had the pleasure of working with him on multiple projects, extremely talented!