

Sam Di Mauro

Product Designer — Web & Mobile

Experience

Ordnance Survey – Southampton (Remote)

Product Designer (Jul 2023 – Present)

- Leading product design across web and mobile platforms, contributing to the successful launch of multiple customer-facing features used by 5M+ users
- Designed and launched Community Alerts features for real-time hazard and closure reporting, supporting OS Maps' mission and driving 5,000+ user-generated reports in the first three months
- Designing and evolving scalable design system components, reducing duplicated effort and improving design consistency and cross-team collaboration across the product
- Collaborating closely with product managers and engineers to define feature scope, establish MVPs, and balance user needs with technical constraints

Zeelo – London (Hybrid)

Product Designer (Mar 2022 – Jun 2023)

- Led design across up to two product squads, collaborating closely with product managers and engineers to deliver customer-facing features across web and mobile
- Designed and shipped a safety-focused routing feature for student transport, contributing to a 12% improvement in school retention by increasing trust among parents and partner schools
- Owned and maintained the design system, enabling consistent UI patterns, reusable components, and faster delivery across multiple products
- Built and launched the company marketing website using Webflow, contributing to an 18% increase in client acquisition
- Introduced new design methodologies and facilitated workshops to improve team alignment and product decision-making

Seedj – London (Remote)

First Product Designer (May 2021 – Mar 2022)

- First in-house Product Designer, owning end-to-end design across product, brand, and marketing touchpoints
- Designed and implemented a design system from scratch, improving visual and interaction consistency across the product and supporting scalable feature delivery
- Partnered closely with the CEO and Head of Product to adapt design decisions to evolving business needs and priorities
- Led the company's first end-to-end rebrand, defining positioning and visual identity to support clearer product and market communication overall

Earlier agency experience (freelance)


Masamune / Paradigma Innovation – Italy (Hybrid)


Junior UX / UI Designer (2016 – 2022)

- Contributed to UI and UX design for multiple client projects across web and mobile platforms, producing wireframes, visual designs, and prototypes within cross-functional teams

 [Sam Di Mauro](#)

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 Right to work in the UK (Open to relocation)

About

Product Designer specialising in design systems and end-to-end delivery for web and mobile. Experienced partnering with senior PMs, engineers and leadership to ship user-centred, scalable features, with a strong focus on systems thinking, craft quality and measurable outcomes.

Education

The University of the Arts London (UAL)

BA (Hons) Graphic Branding and Identity (2021)

Swinburne University of Technology

Semester programme at Faculty of Design (2019)

Skills

- Product strategy
- Systems thinking
- Design systems
- UX / UI design
- Interaction design
- Accessibility design
- Prototyping
- Agile delivery
- UX research
- User testing
- Data synthesis
- Visual design
- Branding
- Wireframing
- Illustration
- AI prompting

Tools

- Pen and paper
- Figma (incl. Make)
- FigJam
- Miro
- Framer
- HTML & CSS
- Webflow
- Adobe Illustrator
- ChatGPT
- Jira / Confluence