

Francesco Puppo

Design & UX Manager

SUMMARY

Product Design & UX leader with 10+ years scaling design teams and practices in complex B2B SaaS environments. Proven track record building design systems, establishing user-centred processes, and scaling design through influence rather than headcount. Expert in remote team leadership, async collaboration, and driving strategic impact through systems thinking.

Currently seeking fully remote leadership roles in Europe where design drives product strategy and async work is the default.

EXPERIENCE

Head of UX @ GreenFlux Apr 2022 – Current

Led UX practice for two products serving 200K+ users across Europe: EV Portal (platform for managing EV charging infrastructure) and Charge Assist (mobile app for EV drivers).

- Built and implemented scalable design system serving multiple product interfaces, improving consistency and reducing development time
- Scaled design influence across engineering teams without increasing headcount, establishing design systems as the foundation for autonomous development
- Reduced friction in user interactions, enabling customer self-service and cutting support tickets by 25%
- Led lean UX team delivering high-impact work through systems thinking and collaborative workflows
- Implemented user behaviour tracking and user research routines

Highlight

Design System 2.0 for EV Portal

- Led the redesign and implementation of a scalable design system, improving consistency across multiple product interfaces
- Enabled seamless collaboration between design and development teams, cutting design iteration times by 40%
- Created comprehensive documentation that empowered developers to design autonomously, reducing dependency on sync meetings
- Resulted in 15% increase in user satisfaction scores through improved UI consistency

Design Director @ Sportzer Mar 2017– Mar 2022

Directed global team of 30+ designers and developers, delivering 4,000+ websites monthly across 20+ markets.

- Managed the Global Design and WordPress Development teams, establishing design operations that scaled business 3x
- Led production workflow optimisation, reducing delivery time by 50% through improved templates and process automation
- Directed business rebranding initiative in collaboration with Marketing team, launched across all markets in under 6 months
- Established design guidelines and quality standards that maintained 90%+ customer satisfaction during rapid scale-up
- Built remote-first design operations with distributed teams across multiple time zones

Highlight

Global Template System

- Created scalable design template library enabling distributed teams to produce 4,000+ websites monthly
- Reduced production time by 50% through standardised, self-service design components
- Built comprehensive documentation and training materials that enabled async onboarding across 20+ markets

Lead Designer @ Sportzer Oct 2016– Feb 2017

- Restructured design team to support 3x growth in production demand
- Developed design guidelines and training sessions to improve team scalability
- Collaborated with Operations and Support teams to scale up while maintaining quality and customer satisfaction
- Increased design consistency and reduced errors by 30% through new QA processes

Highlight

Team Restructuring for Scale

- Developed comprehensive design guidelines that became the foundation for scaling operations from 10 to 30+ team members
- Created training documentation and async onboarding materials that reduced new designer ramp-up time by 40%

Web Designer @ Sportzer Jun 2016– Sep 2016

- Designed websites, logos, and templates for high-volume production
- Participated in meetings to support launch of new partner relationships
- Trained teams on design best practices and business objectives

Freelance Designer @ Various clients Dec 2015 – Jun 2016

- Designed cover arts and internal layouts for Italian magazine Obiettivo Crescita
- Launched websites for multiple clients across branding and editorial projects
- Designed complete brand identity for Olio Terre degli Etruschi (Italian olive oil producer)
- Worked as 3D artist and animator for advertising campaigns

Highlight

Obiettivo Crescita Magazine

- Complete editorial redesign balancing visual hierarchy with editorial needs
- Created layout system enabling consistent production across multiple issues

3D Designer @ HG Architecture Mar 2009 – Nov 2015

- Designed architecture plans in ArchiCAD/AutoCAD
- Created 3D visualisations in Rhinoceros and Blender
- Edited renders and presentation images in Photoshop

WHAT I'M LOOKING FOR

Fully remote leadership role (Head of Design / Design Director / VP Design) in an async-first, product-led company where design is a strategic pillar. Ideally working with a founder who values craft and product thinking.

I thrive in complex problem spaces, bring systems thinking to design practice, and excel at scaling design maturity through influence rather than headcount. I believe design scales through collaboration, documentation, and systems—not through synchronous meetings and gatekeeping.

- I'm particularly drawn to companies that:
- Default to async communication and documentation
 - Value deep work over constant availability
 - Treat design as a competitive advantage
 - Build for complex, professional users

WRITING

I write about design leadership, product strategy, and remote work at [iamfran.com](#). Topics include:

- Scaling design through influence, not headcount
- Design systems as libraries of solved problems
- Leading distributed design teams
- Async-first work and documentation practises
- Enterprise UX and complex applications

Published essays focus on practical leadership principles and systems thinking in design.

HOBBIES

In my free time I love to climb, travel, read books and watch movies.



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SKILLS

Leadership & Strategy

- Remote Team Management
- Async-First Documentation
- Design Team Leadership
- Design Team Scaling
- Design Systems Strategy
- DesignOps
- Working with AI
- Cross-functional Collab
- Stakeholder Management

UX & Design

- User-Centred Design Process
- Enterprise & Complex Applications
- Design Systems (design and code)
- Designing for AI
- User Research & Testing
- Customer & User Experience
- HTML, CSS & JavaScript

Product Leadership

- Team Leading & Coaching
- Problem Solving
- Effective Communication
- Project Planning & Scheduling
- Project Execution
- Collaborative Leadership

LANGUAGES

- English | Advanced
- Spanish | Beginner
- Italian | Native
- Dutch | Beginner

SOCIAL

[Website](#)

[LinkedIn](#)

EDUCATION

Politecnico di Torino

Bachelor Degree in
Architecture