

Gian Marco Macchione

Senior Product Designer

gm

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BASED London, UK

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Senior Product Designer focused on *user research*, service understanding, journey thinking, and product strategy. I help teams uncover the right problems, define better experiences, and validate decisions before development begins — across financial data products, enterprise tooling, and consulting.

DISCIPLINES

User research
User flows
Wireframing
Prototyping
Information architecture
Design systems
Typography
Style guides

TOOLS

Figma
Sketch
Adobe XD
Photoshop
HTML & CSS
MS Office

EDUCATION

CareerFoundry
UX Designer Certificate
2021

The Open University
English & Spanish linguistics & languages
2017

EXPERIENCE

2025 –
Present

Senior Product Designer · *BlackRock*

INTERNAL & EXTERNAL TOOLS RESEARCH IA PROTOTYPES

- Own and influence the design of tools used by internal and external users.
- Design detailed wireframes, journeys, information architecture, and prototypes.
- Capture user needs and partner requirements through research; rapidly iterate and validate with users.
- Deliver wireframes, UI designs, clickable prototypes, and specs to implementation teams.
- Collaborate with designers, researchers, PMs, and tech leads on end-to-end solutions.

2022 – 2025

Senior Product Designer · *Preqin*

DATA PRODUCTS DESIGN SYSTEMS STAKEHOLDER WORK

- Turned ideas and briefs into new features and components.
- Worked closely with PMs and developers throughout development; presented prototypes to stakeholders and gathered feedback.
- Analysed data to identify improvements; aligned customer needs, business goals, and competitor context.
- Worked with the design system team to expand the pattern and component library.
- Participated in design reviews and shared work across teams.

2021 – 2022

Experience Designer · *Inviqa*

CONSULTING RESEARCH PROTOTYPES

- Took ownership and delivered experiences across a variety of platforms.
- Built strong relationships with clients and internal teams.
- Created interactive prototypes that supported user research.
- Maintained and contributed to design systems for scalable output.
- Planned and facilitated user research and workshops.

2021

Product Designer · *Freelance*

UX RESEARCH WEB DESIGN CONVERSION

- Conducted user research and competitive analysis to inform design decisions.
- Designed wireframes, prototypes, and aesthetics for client websites.
- Delivered work that increased conversion rates for client sites.

2016 – 2020

Inventory Manager · *Ollie Quinn LDN*

OPERATIONS STAKEHOLDER MANAGEMENT

- Senior role managing London-based inventory team and global stock database (UK / CA / US).
- Owned a database of hundreds of SKUs and managed vendor relationships as the main company point of contact.