Francesco Cutolo

Contacts

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Events

Config 2022 speaker
Presented "How we internationalized our typography stack" in San Francisco

Design Systems London 2022 speaker
Presented "The first design system ever seen on a screen" in London

Education

First level degree, 2007-2010
Graphic design (110+/110)
Naples (IT), Academy of Fine Arts

Second level degree, 2010-2012
Graphic design and Advertising (105/110)
Naples (IT), Academy of Fine Arts

It's me

I have 12+ years of experience in digital design, creating brands, ads, websites, products and processes. I helped to solve every kind of problem and streamline collaboration with speed and efficiency.

I used to take care of crafting, now I'm taking care of people, creating the best conditions for them to ideate and execute.

I'm a protagonist personality (ENFJ-T): I like to inspire others and lead the way with compassion, dedication, and care.

Experiences

Klarna as Design systems manager
Stockholm (SE), 2022-Present
Managed a multidisciplinary team of 10+, acted as community leader helping to increase governance, collaboration and design processes. Scaled the design system structure, launched Kinship: company's product design foundations and distributed libraries model.

Klarna as Design system lead
Stockholm (SE), 2021-2022
Managed the transition from Sketch to Figma, supporting a community of 100+ designers and 2000+ engineers. Mantained over 500+ patterns and components, advocating for a system thinking mindset, driving the company in optimizing design choices as moving over system fonts and accessible color systems.

Klarna as Senior Product Designer
Stockholm (SE), 2020-2021
Helped to iterate the global card payment gateway for 150mln customers.

Chiasso (CH), 2018-2020
Exelero AG as Senior Product Designer
Built and facilitated a design team of 4. Defined the brand identity, shaped design culture and delivered HR SaaS's designs from ideation to prototyping. Bootstrapped Fringe, company design system.

Caffeina - Ideas Never Sleep as UI/UX Designer
Parma (IT), 2014-2017
Created digital interfaces, user experiences and art directions for a wide range of industries. Worked on several redesign and pitched six figures clients (Bauli, Parmalat, Genialloyd, Findomestic, Furla, Mediaset, Cellularline) and non-profit organizations (Fondo Ambiente Italiano, AIRC, ActionAid).

Scuola Internazionale di Comics as Assistant teacher
Naples (IT), 2012-2013
Delivered full "Design to code" classes for post-graduates, created programs, managed final tests.