Maurizio Carlini

Senior Product Designer

Design systems · Accessibility · AI prototyping

Turin, Italy · Remote or hybrid
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PROFILE

Senior Product Designer with 10+ years taking complex B2B products from discovery to delivery. I build the systems teams design with: a design system, the accessibility rules inside it, and a kit that lets AI agents prototype with real components.

SELECTED RESULTS

Days → hours

A simple interactive prototype went from 1–2 days to 1–2 hours with the AI kit I built, realistic data included.

WCAG AA

All Cerved products and websites meet the WCAG AA criteria required by the European Accessibility Act.

40 components

Design system I created and lead on my own, used by a team of about 10 designers.

EXPERIENCE

Cerved

Senior Product Designer
2022–now

- Created and rolled out the company design system: token architecture, components, page layouts and contribution standards. Dark by default, with light and white-label themes for banking clients on the same components.
- Led the accessibility work for the European Accessibility Act: mapped WCAG criteria to design, development and content, fixed contrast at token level and locked unsafe colour pairs in Figma.
- Built an AI prototyping kit from scratch, on my own, working with AI coding agents: 40 React components, 32 component guidelines written for agents and automated checks. Works with Figma Make and any coding agent.
- Automated the kit's changelog and built an agent skill that finds what's out of date in a prototype and guides designers through the update.

Enhancers

Product Designer
2019–2022

- Used field research and stakeholder interviews to redesign user flows, then created wireframes and interactive prototypes.
- Worked closely with developers through implementation.

FastART

Head of Design & UX
2017–2019

- Set design standards and workflows for the team and managed a junior designer.
- Mapped user journeys from research and designed prototypes.

Earlier

UX/UI Designer
2010–2017

Naboomboo	Redesigned a language-learning platform to simplify navigation.	2016–2017
BTS Adv	Designed and built web experiences for New Holland, Fiat Professional and Iveco.	2011–2016
Sixeleven	Web projects for Alpitour and Gran Paradiso National Park.	2010–2011

SKILLS

Design systems · Token architecture · Accessibility (WCAG, EAA) · Interaction design · User research · Figma · HTML / CSS · AI-assisted prototyping · Guidelines for AI agents

EDUCATION & LANGUAGES

IAL Piemonte	UX/UI, HTML/CSS
IPS Albe Steiner	Graphic Design
Italian	Native
English	Professional working proficiency