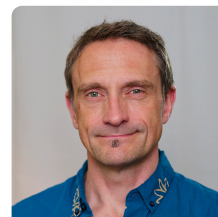


Massimo Fiorentino

Principal UX Designer



A polymath with 30+ years of hands-on UX consultancy across mobile, web, banking, financial services, SaaS, and enterprise platforms. Equally fluent in business strategy and development realities. Experienced at bringing clarity to complex, regulated domains — from pension onboarding flows to core banking platform redesigns. Comfortable across SAFe/Scrum, stakeholder facilitation, design system governance, and EU accessibility compliance (WCAG 2.x / EAA). Teaches holistic, actionable UX design on Udemy.

Core expertise

UX Strategy & Vision	Interaction Design	User Interface Design	Information Architecture
Service & CX Design	Design Systems	Content Strategy	Prototyping
Mobile App Design	Accessibility · WCAG 2.x	Applicable AI & AI UX (AX)	Stakeholder Mgmt.

Tools & workflow

Figma (incl. Jam + AI)	Pencil/Paper (AI UI tools)	Adobe Suite	SAFe/Scrum
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Industry focus

Business Services	Culture	Ecommerce & Retail	Finance
International Organisations	IT Consultancy	Mobile & SaaS	Media & Entertainment

Application and business focus

Advertising	Brand Management	Communication	Concept Development
Cross-channel Development	Front-end System Design	Human Computer Interaction	Product Innovation

Massimo Fiorentino

Principal UX Designer

Languages

Danish

Native

Swedish

Limited working proficiency

English

Full professional proficiency

Norwegian

Limited working proficiency

Education

1992

T.H. Langs HF Kursus Senior High School

Courses

2022

Modern Art & Ideas - Coursera

2020

iOS 13 & Swift 5 — The Complete iOS App Development Bootcamp - Udemu

1995

Self-directed from 1995 onwards

Skills

Skill	Level	Experience	Last used
Axure	★★★★☆	5 years	2017
Interaction Design	★★★★★	27 years	2026
Prototyping	★★★★★	27 years	2026
Adobe Suite	★★★★★	27 years	2024
Mobile Applications	★★★★☆	8 years	2026
User Experience	★★★★★	30 years	2026
AI Utilisation and Knowledge	★★★★☆	3 years	2026
Content Strategy	★★★★★	19 years	2026
Design Systems	★★★★★	30 years	2026
Figma	★★★★★	8 years	2026
Information Architecture	★★★★★	21 years	2026
SaaS Design	★★★★☆	9 years	2026
Service Design	★★★☆☆	2 years	2018
Sketch	★★★★★	5 years	2019
User Interface Design	★★★★★	30 years	2026

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Career & projects

Oct 2025 – Present	Nordea Pension Principal UX Consultant via emagine	Pension digital product design: onboarding flows, open and closed page architecture. Aligning with internal UX standards and external compliance — WCAG 2.2 and Danish financial regulation.
Mar 2014 – Present	Freelance Principal UX Consultant	Broad-spectrum UX/CX and service design across all channels and screen types, for approximately 25 clients. End-to-end: UX strategy, research synthesis, IA, prototyping, design system governance, and UX writing. SAFe and solo project contexts.
Nov 2022 – Apr 2025	Finn Frogne A/S Principal UX Consultant via Right People Group	Complete ground-up redesign of a white-label iOS and Android taxi app. Designed a citizen transport assessment and booking system for a leading Nordic fleet management provider. Managed EU accessibility (EAA) compliance across current and legacy product surfaces.
Jun 2017 – Apr 2022	Nordea Principal UX Consultant via Right People Group	Cross-channel UX/CX across corporate web banking, personal mobile banking, customer onboarding, KYC flows, and internal e-invoice systems. Principal designer on a core banking platform redesign serving ~3.000 advisor and back-office users — indirectly impacting 10M+ customers across the Nordics. Delivered within SCRUM/SAFe at enterprise scale.
Apr 2010 – Feb 2014	Hjaltelin Stahl User Experience Designer	UX design, content strategy, and IA at a leading Copenhagen digital agency. Clients spanning retail, culture, and the public sector.

Earlier roles

Zupa · Macvaerk Design Studio · OddPeople · E-Scape · Brandfactory · Ahead · BusinessNet Danmark
1996 – 2010 · Graphic design, art direction, IA, UI design, and front-end development (HTML/PHP). Co-
founded two creative studios. Co-founded J-Popcon, an annual Danish convention for Japanese animation and
popular culture.