

Marina Rachello

Digital Product Design Lead

INTRO

Lead designer with 15 years of experience working across consultancies, agencies, and in-house teams. I love to work at the intersection of craft and strategy — shaping vision, then seeing it through to delivery. I'm a visual designer at heart with a product mindset: I love building brands through digital experiences, bringing together research, visual storytelling and interaction design.

SKILLS

Digital product design
UX & interaction design
Visual & brand design
Design research
Service design
Design systems
Design leadership
Stakeholder management
Cross-functional collaboration
Mentoring & coaching

EDUCATION

First class honours (110 cum laude) in Communication Design: Politecnico Milano & RMIT University Melbourne

CONTACTS

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EXPERIENCE

2022 - Present / London

Prophet

Digital Product Design Lead

- Led digital product design across complex transformation programmes for global clients including Medtronic, UBS, UGG, and EQT.
- Set design strategy and vision at project outset, guiding execution across product, technology, and strategy workstreams through to delivery.
- Mentored junior designers and strategists, raising output quality across the team.

2020 - 2022 / London

Paws Group

Visual Design Lead (In house role)

- Developed the brand identity, art direction, and design guidelines across the Paws Group portfolio, ensuring a coherent visual and product story across all customer touch points.
- Rebranded and redesigned the digital experience across 7 brands simultaneously, building a unified design system that held consistency across the full portfolio.
- Led the design work stream for the Fetch acquisition — rebranding the platform and redesigning the onboarding experience to migrate 2.5m customers seamlessly to a new product.
- Designed a £10m subscription service from scratch in 12 months — creating the full user experience from personalised onboarding through to vet consultations, nutrition programmes, and insurance.

2017 - 2020 / London

Code & Theory

Senior Digital Designer

- Designed digital products and brand-led experiences for major clients including Sky, TOG, JP Morgan, BBC, and Cartier — spanning platform redesigns, editorial products, and digital campaigns.

2011 - 2017 / Milan

frog design

Senior Visual Designer / Visual Designer II / Visual Designer

- Delivered visual and interaction design for clients such as Intesa Sanpaolo, Alitalia, AXA, IKEA, and Sole 24 Ore, learning frog's renowned design thinking methodology from some of the best designers and thinkers in the industry.