

HUMBERTO MOGETTI

PRODUCT DESIGN LEADER

Milton Keynes, UK | humberto@humbertomogetti.co.uk | +44 7484 764939 | linkedin.com/in/humbertomogetti | humbertomogetti.co.uk

PROFESSIONAL SUMMARY

Product design leader with 20+ years across startups, agencies, scale-ups and global organisations. Currently co-founding Simple Places, a live B2B SaaS product for short-term rental hosts, designed and shipped hands-on with Claude Code. Before that, nearly 7 years at Uptime.app as the first full-time designer: built the function to a team of seven, then two years as the sole hands-on designer after the B2B pivot. Consumer, enterprise and fintech, with measurable results in conversion and retention.

CORE SKILLS

Product Design Leadership • Hands-on IC Product Design • 0-to-1 Product Design • AI-Native Product Build • Agentic Development with Claude Code • Design Systems • UX Research & Usability Testing • Product Strategy • Fintech & Regulated Flows • Growth & Retention • Lifecycle Email (Loops) • B2C to B2B Transition • Team Building & Mentoring • Figma • Prototyping • After Effects & Lottie Animation

PROFESSIONAL EXPERIENCE

Co-founder & Product Lead 2026 – Present

Simple Places

- Co-founded a B2B SaaS operations platform for short-term rental hosts, priced per property on real willingness-to-pay from discovery. Launched September 2026 with self-serve sign-up, five design partner hosts and six live properties. Backed by a Highland start-up grant.
- Designed the product alongside a tech lead.
- Built the full email lifecycle with no engineer or marketer, from sign-up through trial to paid and churn risk, plus a Claude Code regression suite that lets two people ship without breaking what hosts rely on.

Head of Product Design 2019 – Aug 2026

Uptime.app (joined as Lead Product Designer)

- First full-time designer. Built the function to seven with eight direct reports, while also Product Owner for Proposition and overseeing Growth. Final two years as the sole hands-on designer after the B2B pivot, also acting as PM.
- Invented the visual Hack learning format with a colleague, tested against text and audio, roughly 3x more engaging.
- Built Spark, driving roughly 1.6x Day 1 and 4x Day 7 retention. Spark Repetition lifted usage roughly 5x for engaged users.
- Designed Hackbot, the AI-powered Hack-creation flow that took Uptime into B2B, landing MetLife, Cisco, IBM, Specsavers, PMI and Sage. Designed health and wellbeing experiences used by Optum, UnitedHealthcare and Juvenescence.
- Led a months-long bet on AI design generation and library automation, mapping where it breaks against a large, mature Figma library.
- 11M+ learners, £30M+ invested, 200+ enterprise customers, 100+ countries. Apple App of the Day, Apps We Love 2021, Fast Company Best New Apps 2021, Google Play App of the Year 2021.

Lead UX Designer (Contractor) 2018 – 2019

British Gas Home Insurance

- Sole designer on the FCA-regulated Home Insurance product end-to-end. Hit every two-year KPI within six months, converting at 25% against a 12% price-comparison average.

- Live user sessions showed a longer, more thorough quote beat a quicker one. Redesigned around it for a further 2% conversion.

Lead UX Designer 2017

Concentrix Tigerspike – Priority Pass

- Led UX on a new lounge access and membership app. Shipped V1 in six months with roughly 7x the usage of the version it replaced.

Lead Experience Designer 2016

Isobar/Dentsu – Enterprise Rent-A-Car

- Designed the EPlus loyalty programme end to end, lifting conversion 45% among rewards members. Still live 10 years on and the first Enterprise product to reach five stars on the App Store. Closed-branch booking fix added 22% conversion.

Earlier Experience

Agibank, Pense Imóveis, RBS/Globo TV, Adobe, HMDesign

- Agibank, through my studio HMDesign: Lead Product Designer on the Agibank app, building the Brazilian digital bank's product and design from the ground up, across regulated banking flows. Agibank listed on the NYSE in 2026 after a \$240M IPO.
- Lead Product Designer at Pense Imóveis, later acquired by Grupo Globo, lifting lead generation 34%. Lead Motion Designer at RBS/Globo TV. Adobe Certified Expert and Adobe evangelist in Brazil.