



LIVIA BIONDINO

HEAD OF DESIGN

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EXPERIENCE

Charlotte Tilbury Beauty | Lead Product Designer

2021 - Present / London UK

As the Product Design Lead at Charlotte Tilbury, I am at the forefront of shaping the design vision and strategy, particularly for the Retention and Personalisation squads and I have recently moved over as Design Lead on the App squad. My leadership extends across all squads within the Tech department, where I strategically align efforts to ensure a cohesive and seamless end-to-end customer journey. By closely collaborating with Product Managers, Engineers and broader digital teams, I ensure that our design initiatives are not only visually consistent but also tightly aligned with commercial objectives, driving both business goals and exceeding customer expectations.

I manage a small team, including the Design System Manager, where my passion for a unified UI and consistent branding drives our approach. My strategic focus on maintaining consistency across all digital touchpoints reinforces our commitment to enhancing customer loyalty and retention. I am an effective and empathetic leader, I guide my team in producing high-quality, user-centric designs that elevate engagement and satisfaction, ultimately supporting the overall commercial strategy of the business.

French Connection | Digital Design Lead

2018 - 2021 / London UK

At French Connection, I established and led the design team within the Ecommerce department, overseeing UX, visual, and product design. I led end-to-end projects, collaborating with the Product Manager, Engineers, and other teams to translate business objectives into user-centric solutions. By advocating for design ethics and user needs, I consistently delivered results that met both business and customer goals.

Maternity Leave + Freelance | Senior Designer

2014 - 2018 / London, UK + Sydney, Australia

House of Fraser | Senior Digital Designer

2014 - 2018 / London, UK

Dorothy Perkins, Arcadia Group | Senior Digital Designer

2011 - 2013 / London, UK

Steel London | Midweight Digital Designer

2010 - 2011 / London, UK

Freelance Designer

2008 - 2010 / Sydney, Australia

Graphic Designer | Roadshow Entertainment

2005 - 2008 / Sydney, Australia

EDUCATION + TRAINING

Bachelor of Digital Media | University of New South Wales, Sydney, Australia

2001 - 2003

Mobile User Experience Design

Interaction Design Foundation (IxDF)

Issued Sep 2020

Credential ID 76392

Conducting Usability Testing

Interaction Design Foundation (IxDF)

Issued Sep 2020

Credential ID 76392

Become a UX Designer from Scratch

Interaction Design Foundation (IxDF)

Issued Mar 2019

Credential ID 76392

Level 4 Diploma in Therapeutic Counselling

2025 - Present

Elect Training, Woodford Green, Essex, UK

Level 3 Certificate in Counselling Studies

2024 / Elect Training, Woodford Green, Essex, UK

Level 2 Certificate in Counselling Skills

2024 / Elect Training, Woodford Green, Essex, UK

Brigidine College St Ives, Sydney, Australia

High School Certificate

SKILLS

Team Leadership

UX

UI

Visual Design

Art Direction

Management

Design System

Print

Illustration

PROGRAMS

Chat GPT

Lovable

Codex

Figma

Adobe CC

Sketch

Slack

Teams