

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. Deep knowledge of AI HCI practices and implementations, and a holistic understanding of the creation and utilisation of AI.

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

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

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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 - Udemy

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	★★★★★	4 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 – Oct 2026	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. Concept design of “Ønskeskyen”, used by 3,3+ mio. people.

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.