ANGELINA SEVERINO

Design Leader across Brand & Product

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15+ years of strategic and visionary Design Leadership shaping products, services, and businesses through Design as a systemic, human-centred driver of customer and business success.

EXPERIENCE

Lebara · 2024–Present
Group Design & UX Lead

Head the Group Design function across Brand, Product, Research and Design Operations. Set direction with executive, commercial and technology leaders; build the leadership structure and operating model for Design across the business. Initiated and led the Global Brand Design Refresh and Digital Re-launch. Accountable for shared design principles and systems, resourcing, budgets and creative partnerships.

Gamgee · 2018–2024
Brand & Product Design Lead

Owned the Brand and Product Design vision for a white-label IoT business, making Design central to product innovation and commercial decisions. Built and led an international multidisciplinary team. United brand, research and product experience through a coherent design direction and a white-label Design System for partner ecosystems.

Earlier career · 2005–2018
Art Direction, Brand & Product Design

Led brand strategy, campaigns and creative teams at TBWA, DDB and Starcom for clients including Coca-Cola, Nestlé and Adidas. Moved into technology in 2016 through freelance Product Design work for Yamaha, Hypernode, and as Founding Designer at CrowdyHouse.

EDUCATION

MA, Communication Design
European Humanities University
Design & Visual Communication
British Higher School of Art and Design

RECOGNITION & INDUSTRY VOICE

Tech Nation Global Talent UK – Exceptional Talent in Digital Technology
Fellow of the Royal Society of Arts (FRSA)
Cannes Lions · Epica · Eurobest
International speaker on Design Leadership and Design Maturity