

Francesca Folkmer

Product Designer | Accessibility & AI

Crema (CR) • Available for Remote or Hybrid (Milan)

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Product Designer who turns **complex services into simple, accessible products**. **CPACC-certified**, 3+ years in product design and 7 in design overall. I've led accessibility work for major Italian brands, taken projects **end-to-end as sole designer**, and I'm **co-founder and design lead of Alé**, launching in December 2026. I use **AI** to prototype and ship faster.

CORE EXPERTISE

- **Accessibility (CPACC • WCAG 2.2 AA • EAA)**: Audits, Semantic Annotations, Focus Order, Screen Reader Testing, Developer Training.
- **End-to-end Product Design**: User Research, Functional Analysis, Journeys, Prototyping, Usability Testing, Dev Handoff.
- **AI & Design Systems**: AI-assisted Prototyping and Workflow Automation, Variables/Tokens, Multi-brand Libraries.
- **Tools**: Figma (Advanced), Framer, Claude Code, HTML/CSS, JavaScript (Basic).

PROFESSIONAL EXPERIENCE

Jul 2025 – PRESENT

Alé Co-founder & Product Design Lead

- **Product & Discovery**: Co-lead business and product decisions for a community app for climbers. Surveyed 50+ climbers and ran 5 interviews to define the MVP.
- **Team Leadership**: Lead design in a team of 4: design system, AI-assisted workflow and design-to-dev process.

Apr 2024 – PRESENT

Capgemini MADE UX/UI Designer (Product Design & Accessibility)

- **Accessibility (Sky)**: Audited, designed and reviewed 7 touchpoints and trained the developers. UNI EN 301 549 compliance went from **50% to 85%**, with 2 touchpoints at 100%.
- **Accessibility Strategy (Crédit Agricole)**: Moved accessibility into the design phase: mapped 300+ defects, created an "AIly Handoff Kit" and trained the teams.
- **End-to-end Product Design (Aon)**: Grew from execution to sole design owner, from functional analysis to dev handoff.
- **Design System**: Built the MADE atomic library with multi-brand tokens, used across several client projects.

Apr 2023 – Apr 2024

Frog, part of Capgemini UX/UI Designer

- **Platform Design & Research**: Complex journeys and data-heavy interfaces for Intesa Sanpaolo; user interviews for Fideuram.
- **Accessibility**: Led WCAG audits and inclusive design from discovery to delivery.

2018 – 2022

Freelance Art Director & Set Designer

Creative direction for advertising sets and music videos (Nivea, Bosch, Vodafone): complex productions, many stakeholders, fixed deadlines.

EDUCATION & CERTIFICATIONS

- **CPACC Certification** | International Association of Accessibility Professionals (IAAP), 2026
- **Professional Certifications** | Fastweb Digital Academy & Google: Design Systems, UX Research, Digital Psychology
- **Master in UX/UI Design** | Start2Impact University
- **Bachelor's Degree in Set Design** | NABA, Nuova Accademia di Belle Arti • 110/110 • 2015-2019

LANGUAGES

- **Italian**: Native • **English**: B2 (professional working proficiency)