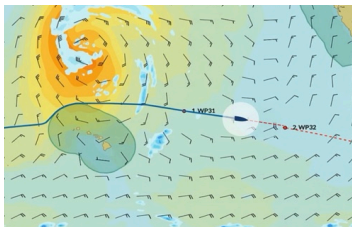
Carlo Tartaglia

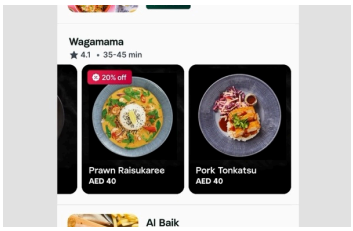
Principal Product Designer

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LinkedIn
Portfolio

Principal product designer with 20+ years turning complex, data-heavy domains into products people use. Recent work spans AI content creation at Zalando, food growth at Careem, no-code AI at Eigen, and maritime operations at 90POE. A hands-on individual contributor and collaborator: I lead discovery, set the design vision, and ship it with engineering, data science and the business.







Experience

Zalando · Principal Designer, Content platform — 2025–2026

Europe's biggest online fashion store: 63m active customers, over €17.5b GMV.

- Led discovery with the teams behind reactive campaigns, editorial and product pages, and mapped each workflow from brief to publication.
- Designed one platform for digitally generated content, starting with a casting module shared by all three workflows, with likeness and quality checks built in.
- Helped Zalando reach 90% digitally generated on-site marketing content. Production went from 6–8 weeks to a few days, and 170,000 generated product videos lifted engagement by 10%.

Careem · Associate Director, Food — 2023–2024

The Middle East's everything app.

- Researched and tested every step of the food journey, from discovery to checkout.
- Food GMV up 75% and healthy orders up 80% year on year; Careem Food became the region's #2.

Eigen Technologies · Principal Designer — 2021–2023

Series C machine learning company with no-code tools for extracting data from documents.

- Replaced a bespoke tool per use case with one generalised UX built on the five workflow steps every use case shares.
- Prioritised documents (45% of the code base, 60% of users' time); rationalised components and cut 9+ status symbols to 4 confidence icons.
- Made model pipelines visible as a flow (DAG) view, so customers could trace errors and blockages without Eigen support.

90POE (OpenOcean) · Principal Designer, Crewing — 2018–2022

$50m maritime operations platform for Britain's largest ship manager.

- Led design for 5 crewing products across 3–4 agile teams, from shadowing crew, masters and planners to design QA.
- Replaced email, chat and spreadsheet workflows with one live crew plan: 6 planning tools became 1, and ship-to-office communication went from hours to minutes.
- More efficient crew changes cut salary costs by 5% and travel costs by 11%. Designed data-assisted crew change planning with the data science team.

Just Eat · Principal Designer, Innovation Lab — 2012–2016

Online food ordering, growing from £60m to £375m revenue ahead of its listing.

- Prototyped 12 ventures across apps, point of sale, chat, voice and computer-vision hardware.
- Launched the mobile app, now 80% of transactions, and the OrderPad EPOS, which cut restaurant onboarding time by 33%, ahead of a $2.4b flotation.

Earlier

Find My Past (2012–15), Dow Jones (2010–12), Ask.com (2005–10), BBC (2000–05), Daily Telegraph (1994–2000, the UK's first internet newspaper). Also AOL, Yahoo, CBS, National Lottery, and start-ups including Antidote, Passionflix and TRAQ.

Education

MA Art Direction, Royal College of Art (1994)

BA Visual Communication, Ravensbourne (1992)

Skills

Product strategy
Storytelling
User research
Journey mapping
Workshop facilitation
Prototyping
Automated workflows
Information design
Data visualisation
Design systems

Notable clients

Zalando
Just Eat
Careem
BBC
Telegraph
Citibank
Deutsche Bank
National Lottery
NHS

Sectors

Big tech
Ecommerce
Maritime
Finance
Media
Telecoms
Health

Fun facts

I worked on a James Bond movie, a PlayStation game, and worked for Elon Musk's sister and brother!

