

Digital Product Designer with 10 years of experience, T-shaped across digital design and specialized in end-to-end product design.

Over time, I worked within consulting firms, web agencies, and startups. I have worked as a freelance, both independently and alongside other teams, directly assisting the client. Recently, I have also embarked on teaching and mentoring activities.

Most relevant work experiences



Enhancers

05.2022 - 07.2024

Product designer

As a product designer, I have managed numerous projects, from the initial research phases to strategic planning and hand-off with developers. I have worked for major brands across various sectors, including automotive, manufacturing, energy, and security.



Ludwig.guru

11.2019 - 06.2022

UX/UI designer

As a design lead, I conducted various research and analysis activities to identify opportunities for improvement and development. I worked on the design of PWA, mobile TWA, desktop application, and Chrome extension, creating a design system for all touchpoints. Additionally, I supported marketing activities by producing graphic assets and motion design.



Abadir

11.2022 - 07.2024

Interaction design teacher

As a teacher, I structured a course aimed at providing fundamental skills in digital product design to third-year students of the BA in graphic design. I adopted an approach that simulated typical workplace dynamics, guiding students through the design process of a mobile app. Additionally, I acted as a thesis advisor.







Latte Creative - Freelance

11.2018 - 11.2019

UX/UI designer

As a UX/UI designer, I've collaborated with renowned NGOs to design landing pages and platforms for charitable purposes. My focus has been on optimizing online fundraising flows and creating strategic plans to enhance user experience and web traffic.

Other work experiences

	Pensativa - Freelance Communication strategist	02.2019 - 05.2022
	Coreconsulting Visual designer	03.2018 - 06.2018
	Kappaele Comunicazione Web designer	02.2016 - 02.2017
	Altraforma Web designer	07.2015 - 03.2016















Education

	IAAD Master in Interaction design	2017 - 2018
	Università degli Studi di Palermo BS in Industrial design	2011 - 2015
	Politechnika Koszalin Visual communication design	2013 - 2014
	Score: 880 / 990 TOEIC®	2017

Key Expertise

- UX/UI Design
- UX Research
- Product Strategy
- Design System
- Prototyping
- User Testing
- Design Thinking
- Web Design
- Art Direction
- Branding
- Motion Design
- Graphic Design
- 3D Graphics
- Presentation Design

Main Software

-  Figma
-  Framer
-  Wordpress
-  Sketch
-  Illustrator
-  Photoshop
-  After Effects
-  Premiere
-  Cinema 4D
-  HTML
-  CSS
-  Miro
-  Logic Pro
-  Excel