



Domenico Loia

Product Designer

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Details

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01.03.1995 – Italian

Skills

Journey Mapping
User Research
Usability Testing
Design System
Prototyping
Information Architecture
Lean UX
Iterative Development

Tools & Tech

DESIGN

Figma
Sketch
Framer
Illustrator
Miro

IT

ReactJS
JavaScript
HTML/CSS
Sendgrid
Agile (SCRUM, Kanban)
Confluence
GitHub

Training & Courses

- User Research – Methods and Best Practices, IDF
- Enterprise Design Thinking IBM

Languages

- Italian (Native)
- English (Business)
- German (Basic)

Work Experiences

Evooq, Zurich • January 2021 – January 2025

Senior UX Designer

- Collaborated on Design Systems and Visual Design: **developing scalable UI design, typography, color, and iconography, enhancing UI consistency across multiple products.**
- Partnered with the sales team for direct client engagement, resulting in a **100% increase in platform trade volume.** Tailoring the platform to user needs **reduced dependency on customer support and improved tool adoption.**
- Lead user interface and interaction design for the Structured Product Value Chain, focusing on the Multi Issuer Platform and the Life Cycle Management Tool in Agile Product Development.
- Developed detailed user journey maps, pinpointed pain points, and devised strategies for enhancement, leading to significant improvements in user satisfaction, lead generation, and conversion rates.
- Defined measurable UX metrics aligned with user needs and business objectives. Led user testing sessions, fostering a continuous feedback loop that drove iterative improvements and enhanced product outcomes.

aiaibot, Zurich • March 2020 – Dec 2020

UI/UX Designer

- **Integrated AI functions** in aiaibot, specifically NLP, in combination with the chatbot for classifier training, considering requirements such as speed and user experience.
- **Conducted quality assurance** on overseas third parties contractors working on GitHub.
- Worked in a team to deliver market and competition research, aiming to incorporate useful insights and metrics from the Development of Lena's on-premise solution by PIDAS and align design strategy with industry best practises.
- Created a design style/language for the company collaborating with the Machine Learning Engineering Team.

Lisk, Berlin • July 2018 – February 2020

UI/UX Designer

- **Led 0 → 1 project**, leveraging engineering skills to collaborate with Engineers and ship faster, deriving insights from the existing Web React application.
- **Conducted user research and workshops** to understand key users of the desktop and mobile application.
- Collaborated with PMs on team direction, roadmaps and delivered supporting vision deck.
- Establish clear and measurable UX metrics based on user needs and business goals.
- Collaborated with Design Team and Engineers to iterate over user flows and interfaces that we user tested.
As a result, this improved the user test task rate from 40% to 90%.

Plex, Remote – San Jose • December 2016 – January 2018

Product Designer

- Designed Newsletter Campaigns and Landers for the Plex Website. Produced visual assets, which includes: Social Media Assets, Affiliate Banners, Presentations (Keynote and Google Slides). Collaborated with other designers to integrate Watchup (News) within the Plex existing ecosystem on different available platforms.

Dispatch, Boston • August 2015 – November 2016

UI/UX Designer

- Designed and optimized across time UI/UX across multiple applications (Webapp, iOS and Android). Defined the visual and brand language for the whole product.