



Simone Giraudo

Product Designer

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Education

2006

High School / Technical Institute
G.B. Pininfarina

2010 – 2013

Bachelor Degree / Graphic Design
IAAD Turin

2017

Master / Web Development
NETT Formacion

2018

Master / Ux/UI Design
Keep Coding

Skills & Languages

Languages:

- Italian (Native)
- Spanish (Advanced)
- English (Advanced)

Skills:

User flows · Wireframes · Mock ups ·
User testing · Data analysis · A/B Testing ·
Detail oriented · Figma · Adobe CS
Users thinking · Design Tokens · Design
System · Style Guides

Experience

North Studio / Product Design Lead

Barcelona (ES) NOV 2022 – DIC 2025

Product Designer Responsible for the concept creation and design structure of mobile digital Applications. Market study and research for the brand, Wireframes test and aestetichs aspect investigations.

Creating design guidelines and style guides, wireframes, prototypes, and mockups of the mobile app communicating with Design leader trough presentation defending decision and styles.

Arvato SCS / HMI Ux Project Manager

Barcelona (ES) FEB 2022 – NOV 2022

Responsible for different context of the HMI for Automotive Business. Developing and managing project plans, timelines, budgets, and resource allocation, communicating project status, risks, and issues to stakeholders and senior leadership.

Quality Solution Cons. / Ux/UI Web Designer

Madrid (ES) DIC 2016 – DIC 2021

Mobile and Desk Application design, basic HTML CSS development. Graphic design of information brochures and multimedia banners

Led the design of new landing pages for businesses with an emphasis on adding value to customers and the increase in sales through the creation of various business plans that fit their needs.

OneLine Studio / Graphic Designer

London (UK) OCT 2014 – JUL 2016

Branding, Strategy Marketing and Communication for Art galleries. Developing and executing creative concepts for digital and print materials such as websites, social media ads, email campaigns, product packaging, and marketing collateral.

Auto Studi SRL / CAD Designer

Turin (IT) NOV 2008 – MAY 2012

Mechanical designer for automotive sector using programs such as Catia V5 3d Studio MAX IMan