



Domenico Loia

Product Designer

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Impact

As a Product Designer who treats research, interaction and craft as one practice, I turn complex ideas into experiences people trust. I bring structure to messy, data-heavy problems, ground my decisions in real user input, and use AI to move faster without losing precision.

Work Experiences

05.2025 - 05.2026

Product Designer

Contovista (Finnova AG) • Zürich, Switzerland

- Own end-to-end design of AI-powered banking features within the Personal and Business Finance Manager, **reaching 5M+ retail clients across Swiss banks.**
- Ship key financial metrics for the Business Finance Manager, **driving recurring logins and deeper user engagement** and translating dense financial data for non-experts.
- Define feature specifications end-to-end: including states, edge cases, error paths and support release testing.
- Introduce AI-assisted prototyping, cutting the discovery phase from two weeks to under one week.
- **Own and evolve the design system:** maintaining scalable, reusable and flexible components, and defining clear guidelines.



From raw transaction data to clear financial key metrics, helping business banking clients make better decisions. [Case study](#)

01.2021 - 01.2025

Senior UX Designer

Evooq • Zürich, Switzerland

- Lead end-to-end UX for a workflow heavy, structured products trading platform and Life Cycle Management Tool: designing shared configuration, working on cross functional journeys and flows used by global clients.
- Partner with sales on direct client engagement, **growing platform trade volume from CHF 3M to 6M** and **reducing customer support dependency.**
- Define UX metrics tied to business goals and run usability testing, building a feedback loop that sharpens every release.

Skills

General

- End-to-end project ownership
- Detail oriented
- Continuous learning affinity
- Familiarity with AI Tools
- Generative AI for increased productivity and quality assurance

User Experience & Research

- Usability Testing
- Research Design
- Design System
- Prototyping
- Information Architecture
- Data-Driven
- Iterative Development
- Critical Thinking

Tools & Tech

Figma

Framer

Miro

Claude, ChatGPT

Claude Design

Lovable

Education & Training

03.2026

AI For Designers

Interaction Design
Foundation

- Automate repetitive tasks with AI
- Design for AI Products
- Use AI to analyse data for better insights

03.2020 - 12.2020

UI/UX Designer

Aiaibot • Zürich, Switzerland

- Design end-to-end **AI-powered conversational interfaces** integrating NLP and classifier logic into clear, trustworthy user-facing flows.
- Build the **company's design language** alongside with the ML engineering team.
- Wear all hats across the product lifecycle: from UX research and prototyping to QA.

07.2018 - 02.2020

UI/UX Designer • Lisk Mobile Wallet

Lisk • Berlin, Germany

- Join as the first UI/UX Designer and **lead the 0→1 design of the Lisk Mobile Wallet**, collaborating with engineers in the React Native implementation to ship for iOS and Android.
- Ran iterative usability testing on the onboarding flow, increasing **task completion rate from 40% to 70%**.
- Define clear UX metrics tied to user needs and business goals.



A secure, intuitive wallet, designed to help first-time crypto users onboard with confidence. [Case study](#)

12.2016 - 01.2018

Product Designer

Plex • Remote - San Jose

- **Lead the integration of Watchup (News)** into the Plex ecosystem across multiple platforms.
- Design visual assets across marketing and product: newsletter campaigns, landing pages, social media, affiliate banners and presentations.
- Grow the Plex Instagram account through targeted content, promotions and giveaways, expanding audience reach.

08.2015 - 11.2016

UI/UX Designer

Dispach • Boston

- Design and optimize UX/UI across web, iOS and Android applications.
- Define the visual and brand language for the full product suite.
- Manage the company website and produce marketing materials including newsletters and presentations.

04.2021

User Research - Methods and Best Practises Interaction Design Foundation

- Conduct user research
- Translate research into actionable design direction
- Communicate research results effectively to stakeholders

10.2020

Enterprise Design Thinking IBM

- Outcome first orientation
- Cross functional collaboration
- Evidence driven results

Languages

- English: C2
- Italian: Mother tongue
- German: A2

Hobbies & Interests

Passionate traveller and photographer, music enthusiast, always on the lookout for new places to explore. Team sports and creative challenges.