



Simone Ricetti

Bio

UX Designer & Art Director.
I design across screens and objects — websites, apps, products, accessories; borrowing from fashion to design interfaces, and from interfaces to design objects.
Trained in UX/UI Design (Master's) and Fashion & Accessories (Bachelor's), I work where aesthetics meet function.
Currently obsessed with: AI, 3D, prompt-driven design, agentic workflows.
Off-screen: skis, dirt bikes, a camera.

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Work Experience

UX/UI Designer for REVIV Italia	Sep 2025 - Dec 2025
Audited three independent-brand websites to improve usability and engagement. Planned and executed social media strategy informed by internal user data. Designed multiple landing pages for brand collaborations, including one with a dedicated design system. Designed a B2B e-commerce platform in collaboration with the development team.	
Freelance UX/UI Designer & Consultant for individual clients	2023 - Present
Designed and consulted on projects for individual clients, including a wellness and productivity mobile app, commercial landing pages, and a multi-gallery display website.	
Accessories Designer & 3D Artist	2022
During my Bachelor's, designed paper models, bag prototypes, and 3D models of fashion accessories for students across other courses and external clients. Several pieces were physically produced, including 3D-printed prototypes.	

Certificates / Awards

C3W Award - Kilometro Rosso Innovation District	July 2025
Awarded for HiredUp, a two-sided job platform (mobile app + B2B dashboard) designed for Italian university students and recent graduates entering the workforce. Built around process tracking, mutual reviews, and entry-level focus to address gaps left by incumbent platforms. Led UX research and UI design.	
Winner - SISAL - "Attiva l'archivio!"	July 2025
Redesign of Sisal's digital historical archive: AI-driven metadata standardization, a conversational AI agent with regional Italian dialects, and three exploration modes — category, geographic, and an immersive 3D timeline.	
LVMH Certificate - Creation & Branding, Retail & Customer Experience	Oct 2025
Completed LVMH's professional program extending my UX practice into fashion and luxury contexts.	

Education

Master's degree in UX Design	2023 - 2025
NABA Milano	
Bachelor's Degree in Fashion Design Shoes & Accessories	2019 - 2022
IED Milano	

Skills & Tools

UX/UI Design	Visual Design	Prototyping	Design Systems	Branding
Art Direction	User Research	Fashion-Informed Visual Systems		
Cinema 4D	Figma	Adobe Suite	Claude Code	Framer

Languages

Italian (mother language)	English (C2)	German (A2)
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Other Interests

Photography	Fashion	Skiing	Enduro	Automotive
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