



Domenico Loia

Product Designer

Portfolio: domicoloia.com

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Nationality: Italian

Work Experiences

05.2025 - 05.2026

Product Designer

Contovista • 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.**
- **Drive six-figure CHF ARR** through new feature adoption and client upsells via redesigned user journeys.
- Introduce AI-assisted prototyping, cutting the discovery phase from two weeks to under one week.

01.2021 - 01.2025

Senior UX Designer

Evoq • Zürich, Switzerland

- Lead end-to-end UX across a multi-platform product suite Multi Issuer 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.

03.2020 - 12.2020

UI/UX Designer

Aiaibot • Zürich, Switzerland

- Design **AI-powered conversational interfaces** integrating NLP and classifier training, navigating the UX tension between model accuracy and user trust in automated decision 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** app from concept to launch for iOS and Android taking advantage of React Native.
- Ran iterative usability testing on the onboarding flow, simplifying a complex setup journey and **increasing task completion rate from 40% to 70%**, shipped as the wallet's first redesigned activation experience.
- Define clear UX metrics tied to user needs and business goals, creating a measurable framework for design quality.

Education & Training

03.2026

INTERACTION DESIGN FOUNDATION

AI For Designers

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

04.2021

INTERACTION DESIGN FOUNDATION

User Research - Methods and Best Practices

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

10.2020

IBM

Enterprise Design Thinking

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

Skills

GENERAL

Problem solving

Detail oriented

Continuous learning affinity

High technological affinity

Familiarity with AI Tools:

Generative AI for increased

productivity and quality assurance

USER EXPERIENCE & RESEARCH

UI and UX Design in Figma

Usability Testing

Research Design

Design System

Prototyping

Mobile App Design

Information Architecture

Data Analysis

Lean UX

Iterative Development

Design Thinking

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.

References

Available upon request

Tools & Tech

DESIGN

Figma
Framer
Miro
Claude Design
Lovable
Google Stich

Languages

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

Hobbies & Interests

Passionate traveller and photographer always on the lookout for new places, team sports and creative challenges.



Portfolio & Case Studies

Explore detailed case studies and design process walkthroughs at domicoloia.com