

Marco Ferrari

Senior UX/UI Designer & Product Design Specialist — SaaS, B2B & PropTech · Athens, Greece

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PROFILE

I'm a UX/UI and product designer with over 10 years of experience working across SaaS, PropTech, B2B, and public-sector products. My work sits between user research and visual craft. I care about understanding how people actually use things, and then making those things genuinely pleasant to use. I've taken products from early sketches to shipped interfaces at startups and large institutions alike, and I'm comfortable working closely with engineers, stakeholders, and end users throughout.

PROFESSIONAL EXPERIENCE

UX/UI Designer

Sept 2025 – Present

UniSystems · Athens, GR (Remote)

I joined UniSystems to work on web applications for European public-sector clients. The main project has been the UX/UI for the European Commission's Cybersecurity Notification Platform, a compliance tool that handles dense regulatory workflows and needed to feel usable without losing any of its rigour. I extended the ENISA visual identity to suit a digital product context, built a Figma design system to make developer handoff more predictable given the backend constraints we were working within, and rethought navigation across several very information-heavy screens so that officials and stakeholders could actually find what they needed.

Freelance Product & Brand Designer

Dec 2023 – Present

ScanSan · London, UK (Remote)

ScanSan sits at the intersection of PropTech, Web3, and AI. I have been the sole designer since the beginning, working across two distinct products. The first is the Property Assistant for Agents (PAA), an AI tool that helps estate agents with market research, client queries, and property reporting, currently serving over 200 agents across the UK. The second is the ScanSan Tokenisation Platform, a blockchain-based system that lets investors buy fractional ownership of UK properties as digital assets. A large part of my work on both has been making technically complex concepts approachable for users who are not particularly familiar with AI or crypto, without oversimplifying what is happening under the hood. I ran 30+ user interviews and testing sessions to shape the design system from scratch, built responsive dashboards and mobile-first flows that improved daily engagement by 35%, and have been working closely with engineering on specs that cut development time by around 15%.

Freelance UX/UI & Brand Designer

Jul 2015 – Present

Independent · Europe (Remote)

Over the past decade I have taken on more than 40 projects across SaaS, PropTech, manufacturing, and hospitality, with a combined revenue impact of over €2M for clients. The work covers the full cycle: user research, wireframing, testing, prototyping, and handoff. I have helped 12 startups shape their visual identity and collectively they have raised over €2M in funding. On the web side, redesigns for 20+ B2B and B2C clients have averaged an 18% drop in task completion time and a 22% lift in conversions.

UX/UI & Brand Designer

Mar 2022 – Present

Orotig · Verona, Italy (Remote)

At Orotig I have been responsible for pretty much the full design output of the company. I redesigned their website and brand identity, built their design system, and took care of all communication both online and offline, from digital campaigns to advertising and print materials. The work spans the full breadth of how the company presents itself, across trade shows, product launches, and day-to-day marketing. On the product side, I designed the interfaces for their industrial machinery, which are well regarded in the sector for how easy they are to use. Orotig operates across five countries and keeping things consistent at that scale has been a consistent part of the role.

Brand & Digital Designer

Jul 2020 – Mar 2022

Worq Group · Glasgow, UK (Hybrid)

At Worq Group I led UX/UI and branding for all the businesses in the company portfolio, working across both digital and physical touchpoints. On the digital side I ran website redesigns and campaigns for restaurant, hotel, and tourism brands, contributing to 17% year-over-year revenue growth and pushing user satisfaction scores to 4.8/5. On the physical side I handled brand identity, print, and marketing materials for the same brands, keeping things consistent across every channel. I managed 10+ client accounts at the same time and did not miss a deadline.

CORE SKILLS

UX/UI Design	User Research · Usability Testing · Wireframing · Prototyping · Information Architecture · User Journey Mapping · Design Systems · Interaction Design · Mobile-First · Responsive Design
Product Strategy	Design Thinking · Agile/Scrum · A/B Testing · Design Sprints · User-Centred Design · Cross-functional Collaboration · Stakeholder Management
Technical Tools	Figma & Figma Make · Adobe XD · Sketch · Adobe Creative Suite · Framer · Maze · HTML5 · CSS3 · WCAG Accessibility · Google Analytics · Vibe Coding
Industries	SaaS · PropTech · Web3 & Crypto · B2B · GovTech · Manufacturing · Hospitality

EDUCATION

Edinburgh College	2017 – 2018
Interaction Design	
Brand Design · Interactive Design · UX Design · UI Design · Web Design · User Research	
LABA Brescia	2009 – 2013
Bachelor of Arts	
Brand Design · UX/UI Design · Product Design · Colour Psychology · User Research · Digital Design	

LANGUAGES

Italian	Native	English	Professional	Spanish	Elementary	Greek	Basic
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