



User-Centric (UX/UI) Design | Web and Mobile Products

I am a hands-on Lead Product Designer with a skill set that is informed by a strong background in graphic design in both digital and print media. I am adept at defining product strategies and priorities, making design decisions based on user needs, research, and technology. I believe that only through understanding users and improving functionality, one can build a product that will truly enhance and improve people's lives.

Skills | Work Experience

Interaction design
iOs and Android design
Responsive Web design
Information architecture
User research & user persona
User Journey and User flow
Sketches and wireframes
Low-fi and High-fi prototypes
Usability Testing
Content Inventories
Team building & mentorship
Lead cross-functional teams
Marketing support & Branding
Basic HTML & CSS

Applications

Figma	InVision
Sketch	Axure RP
FullStory	Adobe XD
Photoshop	Flinto
Illustrator	SurveyMonkey

Education

UX Design Certificate
New York University
New York

Certificate in Marketing
AIV of Villafranca
Verona - Italy

Graphic Design
Accademia Europea
Verona - Italy

Industrial Design Course
Università del Progetto
Reggio Emilia - Italy

Accounting
Lorenzo Calabrese Institute
Verona - Italy

Lead UX designer at InRhythm

2020 – Present

As Lead UX/UI consultant at InRhythm I have worked on the following projects:

Wayfair - Lead Product Designer - Oct 2021 - Oct 2023

Led UX/UI innovation, user research, and Design System management for post-purchase experiences

- Led UX and UI design efforts to ensure the delivery of innovative and user-friendly products that enhance the post-purchase for both Customers and Customer Service.
- Conducted user research and collaborated closely with the customer service team to gather valuable insights feedback, facilitating data-driven design decisions and continual improvement.
- Managed Design System, optimizing consistency and efficiency through component creation and documentation.

AdminaHealth (Health Insurance Benefit Startup) - Lead Product Designer - Jan 2021 - Oct 2021

- Conducted thorough user research, including persona development, stakeholder interviews, and the creation of user flows, to inform and shape the design decisions.
- Spearheaded the design process for the ledger feature, ensuring user-friendliness while managing financial data.
- Collaborated on improving the platform's dashboard, enhancing data visualization and user navigation.
- Pioneered the setup of a design system to establish design consistency and efficiency, significantly enhancing the overall design workflow in a company that previously lacked such a system.

American Express - UX/UI Designer - Oct 2020 - Jan 2021

- Designed acquisition experiences for the US and the International markets

Senior UX/UI Designer at Deloitte Digital

2018 – 2020

Lead clients' UX team in designing a wide range of wealth management products for the web and mobile

- Met with clients and stakeholders to review BRDs to make sure the design aligns to business specifications
- Collaborated with clients, developers, and creative director to create wireframes and dynamic prototypes
- Tested prototypes with users and stakeholders. Took key learnings to create detailed customized solutions

UX/UI Design Lead at Bloomberg LP (Digital Media Mobile Department)

2014 – 2018

Led the design of consumer mobile applications, web products, and related product launches marketing campaigns

- Collaborated with Product Managers to establish business and products requirements
- Gathered data from Analytics, eMarketer, and other online sources to identify users' trends and behaviors
- Conducted competitive, comparative analysis and user research to define design strategies
- Built use cases, by directing and leading the creation of user-flows, wireframes, low-fi and high-fi prototypes
- Collaborated with Product Managers to establish usability strategy. Observed user testing and developed follow-up questions for Interview Facilitators to better understand users' interactions with prototypes
- Organized design iterations based on users' and stakeholders' feedback
- Managed the creation of UI specs and templates for internal usage and for international partners
- Worked with the technology team to improve video editing process flow and enhanced users' video experience
- Led the redesign of the editorial newsletters subscription process including landing page, confirmation emails, and invite forms. The redesign increased user conversion by 12%

Senior Design Lead at Bloomberg LP (Digital Media Mobile Department)

2011 – 2014

Responsible for the design and publication of digital magazines, product design, and promotional campaigns

- Reviewed and analyzed user tasks and the effectiveness of all the mobile products, recommended ways to enhance functionality and user experience and visual design
- Optimized user flows for navigations, sign-up, registration, on-boarding pages of all the Bloomberg apps
- Defined and developed the design and the production publication processes of the digital magazines
- Art directed and oversaw the design, production, and publication of the Bloomberg magazines on mobile devices
- Collaborated in a team awarded 2012 Official Honoree for the Webby Awards for the Tablet Magazine category
- Successfully worked with engineers and developers to build and customize a Content Management System to support the publication of the magazines on mobile devices