Giona Fossati

Product Designer

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EXPERIENCE

UX Consultant

Redbility for Inditex (Zara, Bershka, Paul&Bear...) redbility.com inditex.com

3 years (2021 - 2024)

- Execute and coordinate, with business and tech, the design of 5+ projects (50+ developers) of digital solutions for efficient analysis of product distribution, management and logistics processes.
- Developed a unified 4+ sales analytics platform integrating data from multiple sources for comprehensive business performance insights.
- Created custom ad-hoc infographics to effectively communicate analyses and insights to diverse stakeholders.
- Implemented analytics comparison features enabling users to identify trends and improvement opportunities.
- Structured complex data into simple visualizations to allow easy interpretation and facilitate informed decision-making.
- Developed collaborative multi-user review systems and information sharing to structure and inform multi-step processes.

Freelance Product Designer

2 years (2022-2024)

- Helping startups in different stages to redesign their product, build design system, keep a consistent cross-platform experiences, and get from idea to launch.
- Design and implementation of Webflow-based websites and e-commerces.

DanceHive.net
Helped a newly founded startup in designing an invitation-based sharing platform for dancers and get their first 2k active users.

1FIT.com
Benchmarking and redesign of their current mobile and web app, creation of ad-hoc Design System and design components.

Midnightclo.com
Design and branding of an italian urban clothing brand, developed in Webflow.

Product Designer (Accessibility Designer)

Smarterp (SAAS) smarter-interpreting.eu

6 months (2021)

- Integrating advanced Automatic Speech Recognition funcionalities in product design strategy tailored for the upcoming introduction of a Computer-Assisted Interpretation (CAI) tool.
- Conducted design workshops with primary stakeholders, including interpreters and Sign-Language Interpreters.
- Iterative development process leading to the creation and validation of a user-tested MVP.

UX Designer Intern

Belka (Design Agency) belkadigital.com

6 months (2019)

- Improved onboarding's churn rate of Italy's main invoicing platform, FattureinCloud, by -20% through redesign the process with task-based analysis.
- Redesigned a social platform project, MusicaMea, defining growth strategy, presented project progression, and conducted direct follow-up meetings with the client.

EDUCATION

Double Master Degree in Human-Computer Interaction & Design

Université Paris-Saclay & Universidad Politecnica de Madrid

2019 - 2021

Double-Degree master degree in Human-Computer Interaction & Design by the European Institute of Technology (EIT). The second year is a specialization in **Accessibility and Inclusive Design**. Additionally, the master degree has a minor in **Innovation & Enterpreneurship**.

Bachelor Degree in User Experience Design Final Grade: 110/110

Università degli Studi di Trento, Italy

2016 - 2019

The course of Interfaces and Technology of the Communication aims to train the student to think about, and acquire knowledge in, the technical, psychological and social aspects of the digital products in the ICT field.

Final thesis: "Designer vs Stakeholder: Effectively Communicate Design Decisions"

SKILLS

UX Design
Data Visualisation
Competitor Analysis
User Journey Creation
User Testing
User Research
Web Design
Design Workshops
Heuristic Analysis
Wireframing & Prototyping
Accessibility
User Story Mapping
Agile Methodologies

Java
HTML5

LANGUAGES

Italian
Native

English
Professional - C2

Spanish
Professional - C2

French
Proficient - B1

CERTIFICATES

IELTS Academic
Overall Band: 8.0/9.0
March 2019 #18IT019213FOSG010

Mobile User Experience (UX) Design
Interaction Design Foundation
May 2020 #59292

User Research - Methods and Best Practices
Interaction Design Foundation
May 2020 #59292