



# Giona Fossati

Product Designer

www.gionafossati.xyz  
fossatigiona@gmail.com

linkedin.com/gionafossati  
+34 644 120 656

## EXPERIENCE

### Freelance UX/UI Designer

3 years+ (Apr 2023-Ongoing) [gionafossati.xyz](http://gionafossati.xyz)

Helping tech companies in different growth stages to design their product, build design system, keep a consistent cross-platform experiences, and get from idea to launch.

#### The LightupHub

Lead UX/UI design role for an ed-tech platform with 15.000+ mostly users.

#### 1FIT

UX/UI designer for a fitness app redesign of native and web app, creation of ad-hoc Design System and design components.

#### DanceHive

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

### UX Consultant

Redbilly for Inditex (Zara, Bershka, Paul&Bear...) [redbilly.com](http://redbilly.com) [inditex.com](http://inditex.com)

4+ years (Sept 2021 - Jan 2026)

- 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.

### UX/UI Designer (Accessibility Designer)

Smarterp (SAAS) for Kunveno [kunveno.xyz/](http://kunveno.xyz/)

6 months (2021)

- Integrating advanced Automatic Speech Recognition functionalities 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](http://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 & Entrepreneurship**.

### 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"

## LANGUAGES

 **Italian**  
Native

 **English**  
Professional - C2

 **Spanish**  
Professional - C2

 **French**  
Proficient - B1

## 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

## 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