

# Sara Cosmai

Product Designer

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## Skills

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**Design Principles:** User Interface (UI), User Experience (UX), Prototyping, Wireframing, User-centered design, Visual Design, Usability, Accessibility, Iconography, Design Systems, Motion Design, HTML, CSS, Interaction Design, Material Design, Human Interface, Presentation Design, Product Thinking, User Research

**Tools & Technologies:** Figma, Adobe Creative Suite, Webflow, Spline, Rive, Visual Studio Code  
Italian (Native), English (Professional Proficiency), Dutch (A2 – 600+ days self-study, informal tests)

## Experience

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### Different Clients | Product Designer - Freelance

Milan - Aosta, Italy | 09.2019 - Current

- Led full-cycle design projects from concept to delivery for diverse clients, delivering tailored **visual identities**, **user-centered websites**, and **motion advertising assets**.
- Designed and animated **explainer videos** and **social media ads**, optimizing content for engagement and brand consistency.
- Created high-fidelity **UI designs**, **wireframes**, and **interactive prototypes**, ensuring usability and responsive behavior across platforms.
- Collaborated directly with clients to translate abstract ideas into strategic creative solutions, aligning deliverables with both **business goals and user needs**.
- Maintained **fluency across a broad design toolkit** while expanding capabilities through self-initiated interactive projects that applied newly acquired skills.
- Worked closely with developers to solve implementation challenges and **deliver production-ready websites**.

### Design agency | Visual Designer

Turin, Italy | 05.2019 - 09.2019

### Arcobaleno | Visual Design Intern

Turin, Italy | 10.2018 - 04.2019

## Education

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### IAAD | Bachelor's Degree

Turin, Italy

Bachelor Degree in Communication Design

## Certifications

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### Webflow 101 | Webflow

03.2024

## Projects

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### Alpitude | Sport Outdoor Startup

Figma | Adobe

- Developed **brand assets and visual language** to translate the startup's mission into a cohesive brand identity, creating a lasting first impression across digital touchpoints.
- Refined the **web application's UX** and designed **high-fidelity UI**, applying usability and accessibility best practices to create a seamless experience for target users.
- Built a **scalable design system** in close collaboration with the developer during design and implementation phases, ensuring consistency and reliability across the product.
- Collaborated with a **cross-functional team** using Agile methodology to define business strategy and make informed content and UX decisions.
- Delivered a fully functional **web application enabling thousands of users** to efficiently discover outdoor activities through advanced filters and clear, accessible activity pages.

### Dental Clinic Website | [Case study](#)

Adobe | Figma

### Winery Website | [Case study](#)

Figma | Adobe