

# Florinda Sgueglia

## Product Designer | UX/UI



🏠 Italy

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[Linkedin ↗](#)

[Portfolio ↗](#)

### About Me

UX/UI Designer with 10 years of experience in user interfaces, graphic and product design... [learn more](#)

Bilingual:

Italian (native) | English (proficient)

### Key competencies

User Interface Design

User Experience Design

Design Thinking

Ux Research

Wireframing

Design System

Prototyping

Infographic

Motion graphic Design

Brand Identity

### Tools

Figma - Figjam - Adobe Suite

Sketch - Miro - InVision -

Framer - HTML / CSS

## PROFESSIONAL EXPERIENCE & SKILLS

### Deliveristo - Senior Product Designer

**2023-Present**

- Designing a brand new SaaS platform
- Building Design System consistent with the company's existing products (e-commerce website and app), while dealing with eventual iterations on the latter
- Cooperating with UX Researcher and Data-analyst for a more data-driven design approach
- Providing interactive prototypes either for usability tests and sales purpose
- Managing handoff to devs and supervising bug-fixing and QA after building

### Freelance - Product Designer / UX/UI

**2023-Present**

- Designing and building user interfaces and Responsive websites
- Conducting UX Research (from competitor analysis to user interviews and gaining insights)
- Producing lo-fi and hi-fi wireframes
- Building Interactive prototypes

### Engine Group Ltd UK. – Graphic Production & Developer

**2019-2022**

- Part of a specialist team to manage and build **apple.com** website for all European countries, from the layout and structure to the UI and local images
- Combining design and development acumen to provide compelling and engaging graphics, with strategic code
- Assisting the client to develop unique and customised interfaces by providing UI support
- Aligning client vision to project objectives and business goals in order to succeed and enable profitable results

### Freelance - Graphic & Product Designer

**2016-2019**

- Energydrop, IoT Technology Company. Establishing brand and corporate identity, developed company responsive website
- Dentist Clinic. Producing digital and motion graphic designs, developing company responsive website
- Radio Tahuania, independent music band. Producing motion graphic designs and animated video clip; designing CD covers

### Laura Biagiotti Watches&Jewels. – Lead Designer

**2012-2016**

- Innovating the annual watches and jewellery collections
- Expanding brand presence and market penetration by managing international fairs and supervising the ADV materials.

## EDUCATION & TRAINING

✓ Ux Academy at DesignLab

**2023**

✓ BArch Industrial & Graphic Design at University of Campania "Luigi Vanvitelli"

**2011**