

Alice Albieri

Product Designer

PORTFOLIO

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EDUCATION & CERTIFICATES

Grow with Google

- Prompting Essentials
- AI Essentials
- Grow Your Business with AI
- Make AI Work for You

Product Design Program

Graduated in 2025 |
CareerFoundry

Bachelor of Design

2022 | **ESDi**, Escola Superior de Disseny | Barcelona, Spain

SKILLS & TOOLS

- **Tools:** Figma, Sketch, Miro, Maze, Framer, Adobe Creative Suite, Notion, familiar with Zeroheight
- **Design:** End-to-End Product Design, **Mobile App Design**, Systems Thinking, User-Centered Solutions, Interaction Design, Wireframing, **High-Fidelity Prototyping**, iOS/Android Patterns, UI Design,
- **Research & Process:** Qualitative User Research, Usability & A/B Testing, Competitive Analysis, **User Flows**, User Journey Mapping, **Accessibility Guidelines**, Developer Handoff & Documentation
- **Collaboration:** Cross-Functional Collaboration, Stakeholder Management, Mentorship, **Agile Methodology**

LANGUAGES

- English (Advanced)
- Spanish (Native)
- Italian (Native)
- Portuguese (Intermediate)

PROFESSIONAL SUMMARY

Strategic and versatile product designer with **3+ years of experience in the design industry**, driven by a strong passion for designing experiences for people. Backed by a unique interior design background, I bring **systematic thinking and architectural problem-solving**. I apply and translate this passion to **measurable business impact**, by **leveraging AI** together with a deep collaboration between design, engineering, and business to **accelerate time-to-market accessible products with high-ROI**. My expertise ranges from **comprehensive UX research and design systems** to **detailed developer handoff**, ensuring alignment with **iOS/Android patterns, accessibility standards, and cross-functional collaboration** in agile environments, from rapid startup scaling to enterprise-level design systems.

WORK EXPERIENCE & PROJECTS

Freelance Product Designer | Pet Hotel Guatemala

June 2025 - August 2025 | Remote

- **Built from zero to launch:** Full ownership of web app design that digitized manual booking system, translating business requirements into intuitive user flows.
- **Prototyping & Testing at Speed:** Reduced the **wireframe-to-prototype cycle** from one week to just 3 days, enabling 3 full rounds of user testing and iteration within a single week sprint, which directly led to an **85% task completion rate**.
- **Human-led validation approach:** Usability testing and A/B testing + leveraged AI for rapid synthesis, to identify core insights and validate MVP scope.
- **Hands-on collaboration:** Established a design system with comprehensive documentation, **reducing design time for future features by 30%** and cut developer handoff questions by half.

Product Designer | FOODIBEE

March 2025 - July 2025

- **Market research:** AI-powered analysis of +10 competitors to rapidly identify key market gaps, aligning user needs with **business goals in a single week sprint**.
- **Research Synthesis at Speed:** Leveraged Gemini to **synthesize 20+ hours of user interview transcripts into actionable insights in under 90 minutes**.
- **Data-Driven Redesign:** Identified a critical pain point through usability testing and led a data-driven redesign, **increasing the task success rate from a 66.7% to 100%**.
- **Accessibility Focus:** Well-received final design, achieving high user satisfaction scores in validation testing. (4.3/5 for Clarity and 4.5/5 for Ease of Navigation), ensuring WCAG compliance.

Senior Interior Designer & Project Lead | Tres Cinco Uno Creative Studio

February 2022 - May 2025 | Barcelona, Spain

- **Stakeholder alignment & Project delivery:** Promoted to Senior in <2 years by expertly translating the vision of diverse stakeholders into unified project plans, ensuring alignment and securing buy-in on complex, high-budget projects.
- **Efficiency boost:** Built reusable component system that **boosted team velocity by 25%**, demonstrating systems thinking and scalability mindset within a team.
- **Team leadership & mentorship:** Mentored and coached 2 junior designers, leading to their successful onboarding and ability to independently manage key client projects within 4 months.

Freelance Interior Designer | AZ Arquitectura

May 2023 - March 2024 | Barcelona, Spain

Junior Interior Designer | Coblonal

October 2021 - January 2022 | Barcelona, Spain

AI & AUTOMATION PROFICIENCY

- **Human-Centred AI:** AI is used as a tool of precision, depth and consistency. User empathy and ethics always drive final decisions.
- **Generative AI for Ideation:** ChatGPT/Midjourney for rapid concept generation, mood boards, and visual exploration.
- **Research & Validation at Speed:** ChatGPT/Gemini/Claude/Perplexity for in-depth market research, user research synthesis, interview scripts and hypothesis testing.
- **AI-Assisted UX/UI:** Lovable/Stitch for accelerating initial mockups and converting concepts to testable prototypes in hours, not weeks.