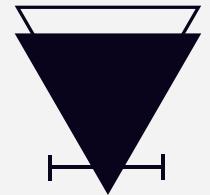


DESIDERIA ACQUAVITI

SENIOR PRODUCT DESIGNER





Lead Product Designer | Design Ops

I specialize in driving innovative solutions and strategies through research in both corporate and scale-up environments. Passionate about innovation and digital identity, I always prioritize simplicity in my design process. Food & music lover.

As Product designer

I am a good observer and I am able to understand user needs during the session and in discovery part, but I also converge ideas in finding solutions without lost focus and thinking out of the common patterns and shared with all the stakeholders.

I will help envisioning the solution and planning the strategy of the design process.

As Design Ops

I am a very organized person, enthusiastic in new technologies, ritual fan and Figma file advanced level renamer.

I love **manage and optimize flows**, maximize the use of components to streamline the result.

I don't like to reinvent the wheel.

My mission is to bring the bright side in design

I look for a good collaboration with my mates, help fostering and leading the junior one, organize and head up the project with business and the engineers.





EDUCATION

	Design Ops Certificate of Attendance UXER School	2024
	Journey Mapping Certificate of Attendance Interaction Design Foundation	2023
	UX Writing Certificate of Attendance UXER School	2022
	How to conduct a usability test Certificate of Attendance Interaction Design Foundation	2021
	Google Activate Certificate of Attendance Google and IAB Spain	2020
	Workshop UI/UX Certificate of Attendance Talent Garden Poste Italiane Roma	2019
	Google "Eccellenze per digitale" Certificate of Attendance Google and IAB Europe	2018
	1° Prize Big Hack Open Data App + Community Social Maker Faire Hack '15	2017
	Master in Web Design Design App IED ROMA IED, Rome (IT)	2016
	Academic Degree in Design Final Mark 108/110 ABA, Rome (IT)	2015

EXPERIENCE

	Lead Product Designer Indra, Remote 2023-present
	Senior Product Designer Indra, Remote 2023-2024
	Factorial, Remote 2023-2023
	Facephi, Remote 2021-2023
	Product Designer Sesame HR, Valencia (ES) 2020-2021
	Cecotec Innovaciones S.L., Valencia (ES) 2019-2020
	Yeeply, Valencia (ES) 2018-2019
	Web Designer UI/UX Gruppo Roncaglia, Roma (IT) 2017-2018
	Bepop, Rome (IT) 2016-2017
	Lazio Innova, Rome (IT) Internship 2015-2016
	Extra comunicazione & marketing, Rome (IT) Internship 2015-2015



SAAS

BIOMETRY

#1 ID PLATFORM

At Facephi, a tech company in diverse **biometric solutions**, I headed up the design strategy, played a pivotal role in key product decisions and crafted the entire user interface. From fingerprint recognition to onboarding facilitated by OCR, AIM integration, and an anti-fraud system, providing a cutting-edge solutions. The **ID platform serves as a centralized hub**, ensuring the secure storage of sensitive data and effectively against fraudulent activities. As a lead, I was in charge of the holistic experience of the entire platform for 2 years.

SENIOR PRODUCT DESIGNER . 2023





EXPAND OUR BUSINESS MODEL

The biometrics market was highly competitive but experiencing strong growth, and we did not provide **comprehensive solutions** or alternatives, we found ourselves standing out. Unlike others, we weren't just offering basic solutions, we went above and beyond identification of biometric attributes or providing limited platforms for video assistance and fraud prevention.

The real opportunity presented itself in **transforming our business model**. We weren't content with being just a provider of biometrics to third parties, we aspired to become a comprehensive supplier of biometric products, covering all the aspects.

REACH NEW MARKETS AND INCREASE REVENUES

The goal was to expand the offering by providing a comprehensive 360-degree service, and venturing into **new markets** with a complete product that covers all aspects of biometrics. We aimed to **launch a MVP by Q3**.

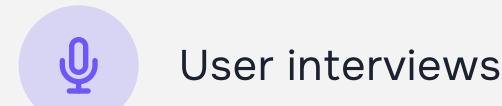
METHODOLOGY



Desk research



Information Architecture



User interviews



Usability test

TOOLS





NEW REVENUE MODEL AND DESIGN CONSISTENCY

Market Positioning

We decided to **change our business model** and revenue stream, transitioning from a provider of biometric widgets to a **SaaS** where clients include a **Freemium version** in the contract and then contract new functionalities in the Premium version.

User-Friendly and Unified Experience

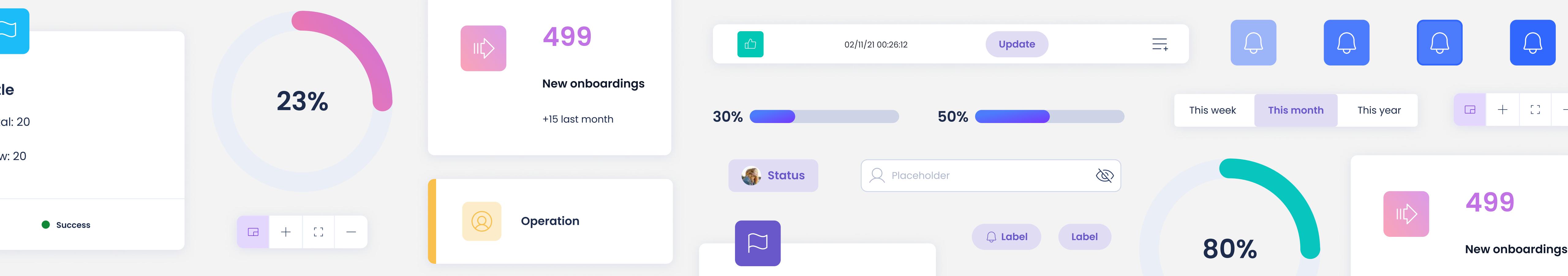
The strategy was to conceive a completely **new product, easy to use**, and with smooth navigation despite the complexity of the offered features. To achieve this goal, we began by **unifying the consistency with a design system**.

End-to-End Design Process for Each Module

The idea was to create a platform consisting of **various modules** launched at different times. For each new feature created, we conducted **research on user needs and market options**. Once various options were designed, we conducted tests with users to **validate** the functionality.

Mentorship and Management

I was dedicated to **mentoring other designers and guiding them** in creating the design system **Inphinite UI** adopted by the company to ensure a consistent image for all digital products.





#1 ID PLATFORM

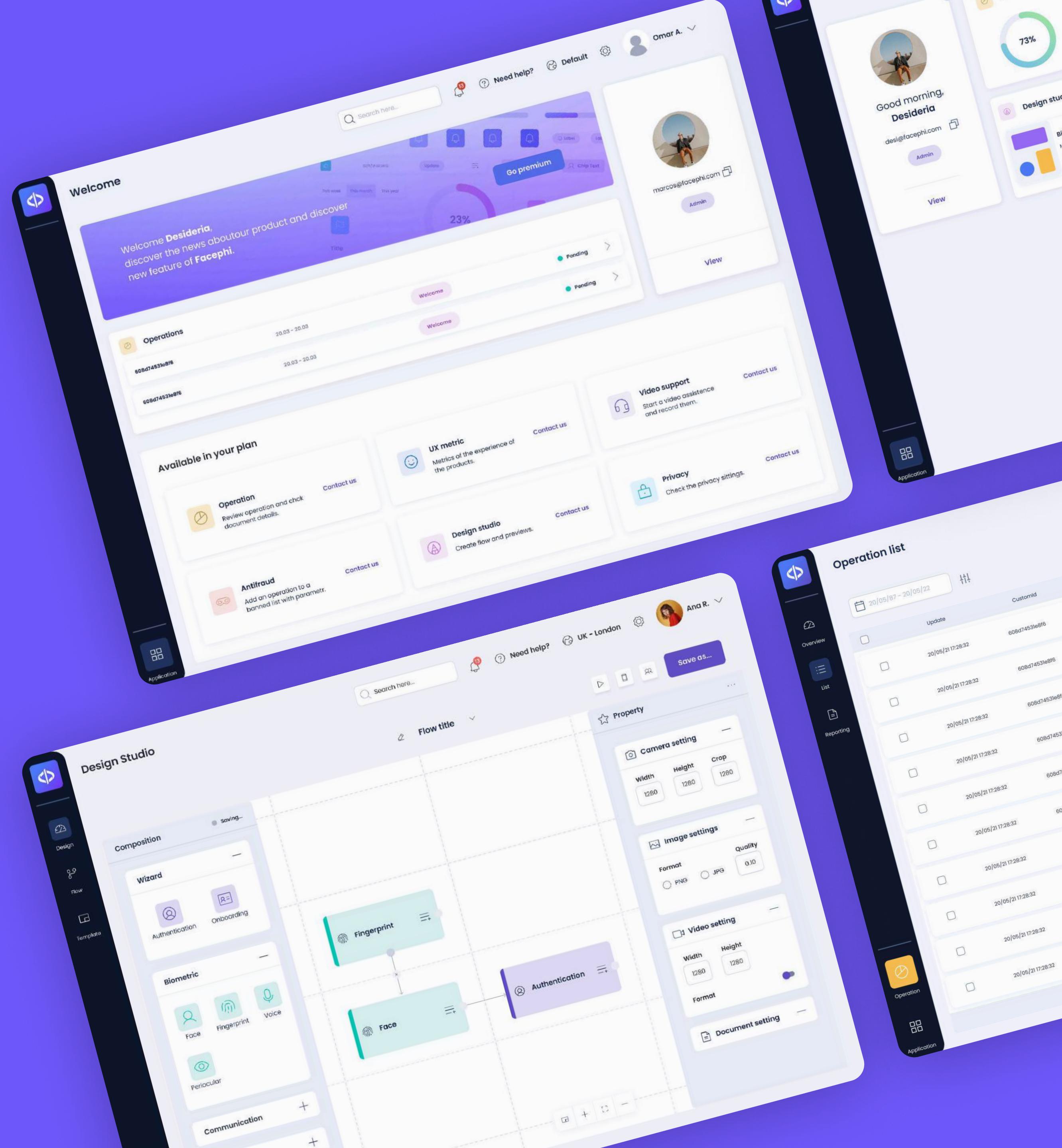
STORAGE AND DATA MEASUREMENT

A SaaS platform composed of various modules prioritized to experiment with new technological trends like AI with our users. One of the main features was the **operations dashboard** where customers could keep track of operations and securely manage all sensitive customer data by centralizing all information in one place. Closely tied to this was the **Anti-fraud module**, which allowed analyzing attempts and preventing fraud by automatically creating a banned list. One of the most interesting modules was the **AI module**, which organized documents by type and created hypothetical patterns of fake documents or suspicious behaviors.

► PRESS

MORE TALENT FOR MORE CUSTOMERS

Thanks to this change in the business model, the company **achieved a remarkable 30% growth** within just one year. It successfully expanded into three new markets in Europe, Africa, and Latin America, and concurrently doubled its workforce.





NO CODE

BIOMETRY

#2 BUILDER

Builder is a simple, **no-code tool**. It's made to help customers easily make smooth flows, and they won't need any code. This tool makes the **process of creating workflows automatic**.

Providing users with a straightforward platform, it enables them to design biometric workflows like (authentication and onboarding) without ever needing to deal with a single line of code.

SENIOR PRODUCT DESIGNER . 2023

The Facephi Builder interface features a dark header bar with the "Facephi Builder" logo. Below the header is a white content area. At the top left of the content area are two circular buttons: one labeled "NO CODE" and another labeled "BIOMETRY". The main title "Welcome" is centered at the top. To the right of the title is a text block: "You are about to start an onboarding process. Follow the steps below to complete the process." Below this text are three large, rounded rectangular cards arranged horizontally. The first card, titled "Create", contains the sub-instruction "Start building your workflow with our widgets". The second card, titled "Customize", contains the sub-instruction "Personalize your landing with brand colors and fonts.". The third card, partially visible on the right, starts with the title "Publish". At the bottom right of the content area is a purple button labeled "Let's go".

Facephi Builder

Welcome

You are about to start an onboarding process.
Follow the steps below to complete the process.

Create
Start building your workflow with our widgets

Customize
Personalize your landing with brand colors and fonts.

Publish
Assign a title to your options

Let's go



REDUCE AND STREAMLINE PROCESS

Frequently, users encountered **frustration during public events or travels** owing to manual and subjective identity verification procedures, resulting in prolonged queues and delays. The challenge we faced is **empowering customer to use technology autonomously**. Our aim was to reach diverse industries, including hospitality and public events, with a focus on **optimizing processes** like onboarding, identity verification and user registration while ensuring strong security measures.

PROVIDE A EASY-TO-USE SOLUTION

We were looking for something that was easy to use as a majority were unfamiliar with Web Design and Development. Naturally, I explored a "**what you see is what you get**" approach, tailored to meet the specific requirements of the UK market.

METHODOLOGY

- Desk research
- Surveys
- User interviews
- Usability test

TOOLS





DISCOVER THE HABITS AND DEFINE THE TARGET

Discover the user habits and define our target needs

We started with a **complex research journey**, incorporating desk research during the discovery phase to validate market assumptions rooted in user behavior. After pinpointing the primary user needs, we strategically designed **surveys** to identify our target audience and engaged in real **user interviews** to gain deeper insights.

The research led us to outline a comprehensive user journey, leveraging existing components to meticulously recreate and enhance the functionality of this innovative tool.

Tech amenity

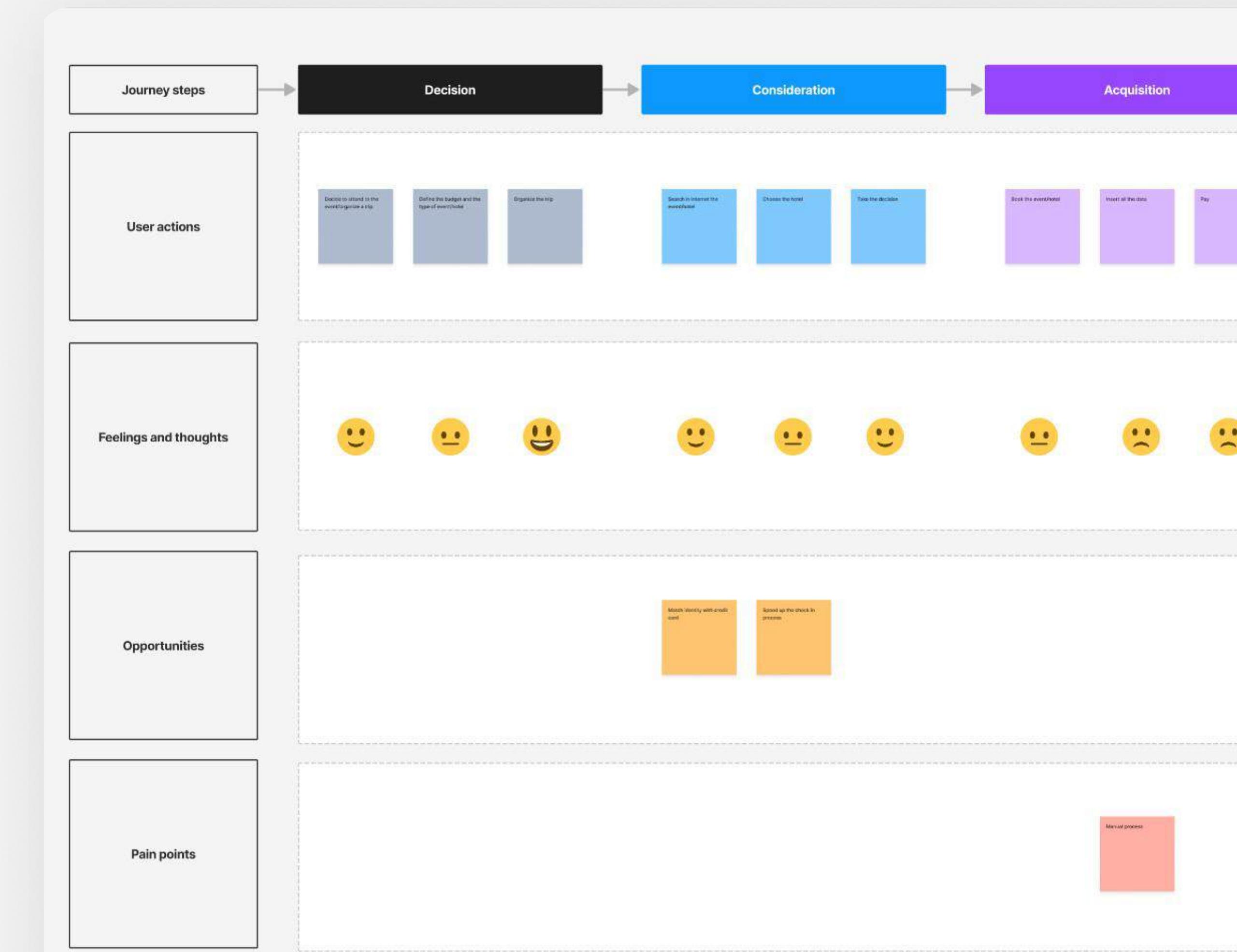
Millennials are likely to book holiday accommodation using a tech amenity such as mobile payments – which shows a clear demand for this type of technology among the largest cohort of today's tourists and travelers.

Contactless option

Consider it useful to avoid physical contact and improve security.

Low duration

Europeans that usually travel prefer 3-night breaks.





#2 BUILDER

NO-CODE WORKFLOWER

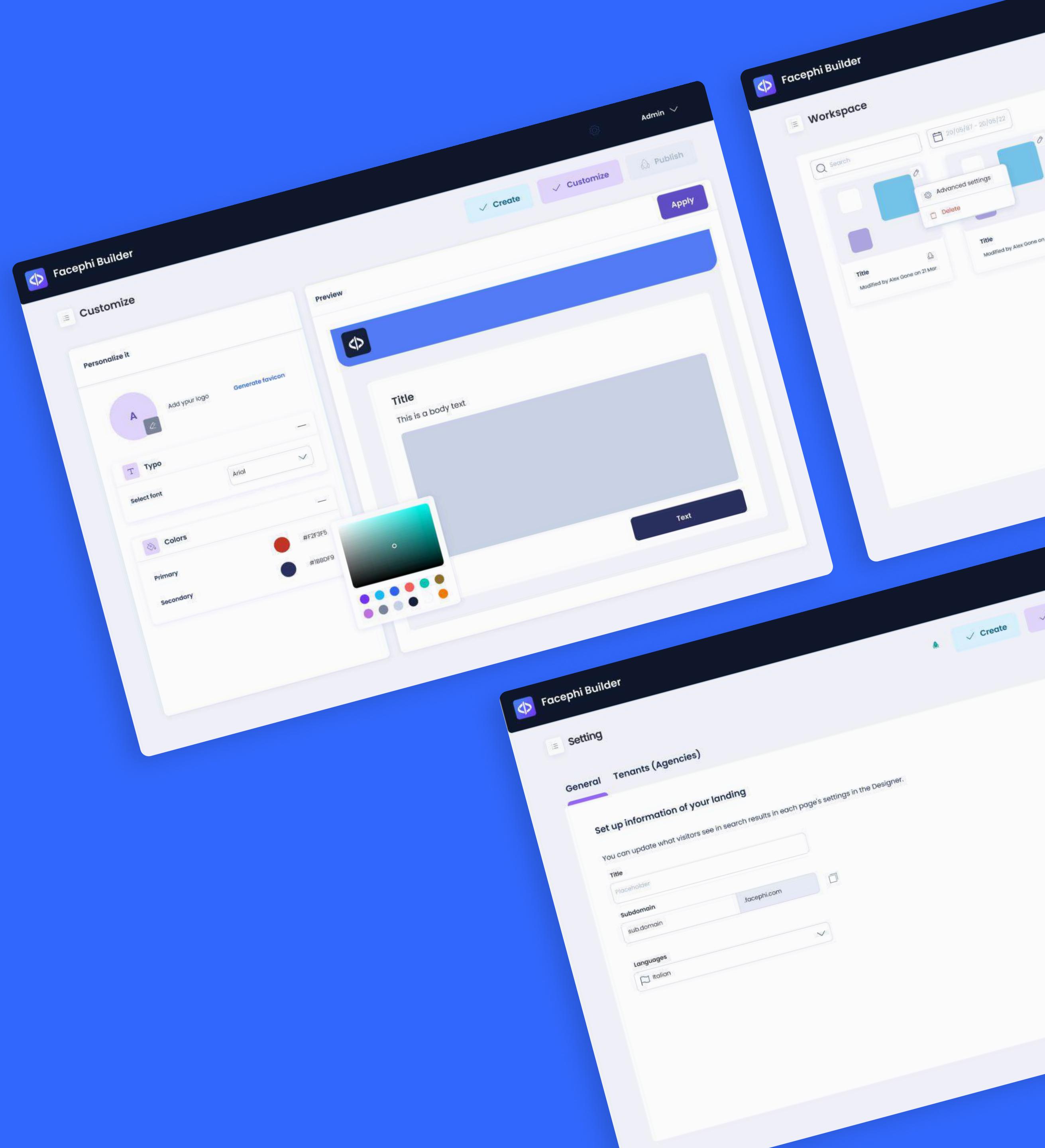
Your product description is quite clear and concise. You've effectively highlighted the **key features and steps** involved in using the tool. The emphasis on a no-code solution for creating biometric workflows is a strong point.

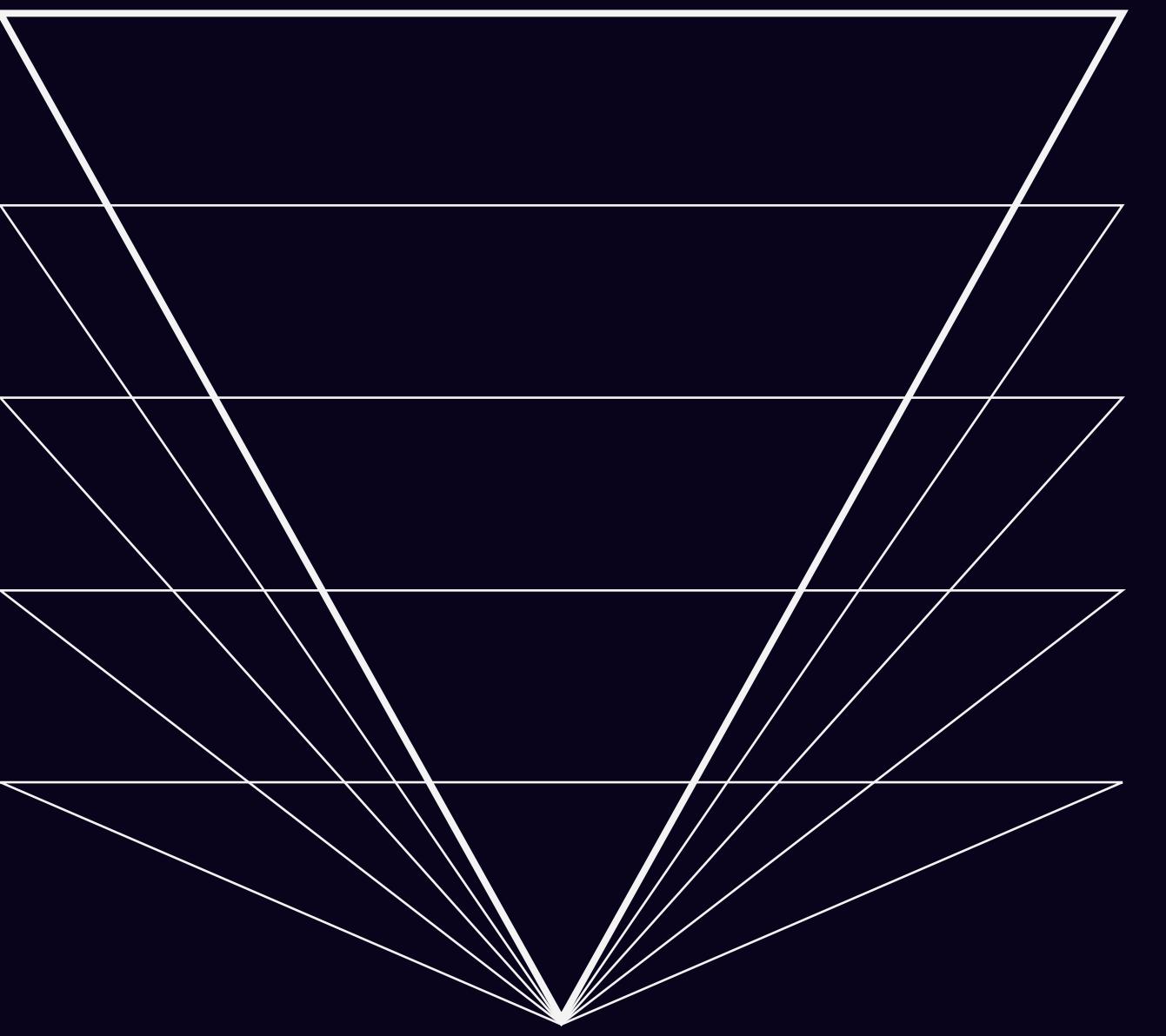
Composed by 3 simple steps:

1. **Create.** User could choose from a existing template or create a new one
2. **Customize.** user can brand color and choose font and size to personalize it
3. **Publish.** Select or add url and publish it within their websites.

REACH UK MARKET

We launched our innovative product in the dynamic **UK market**, marking a significant milestone in our roadmap. Concurrently, we proudly sign some a strategic contract with some football clubs.





**Let's work
together**



d.acquaviti@gmail.com

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