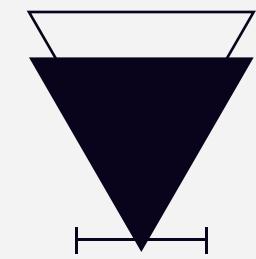


# DESIDERIA ACQUAVITI

SENIOR PRODUCT DESIGNER UX/UI



# ABOUT ME

Sr Product Designer UX/UI  
with +8 years experience  
based in Valencia (ES)

Original and inquiring,  
always up-to-date.

Optimization is my paramount  
aim, this is why I always  
put simplicity first in my work.

Design & music lover.



# SKILLS

End-to-End Design Process

User research

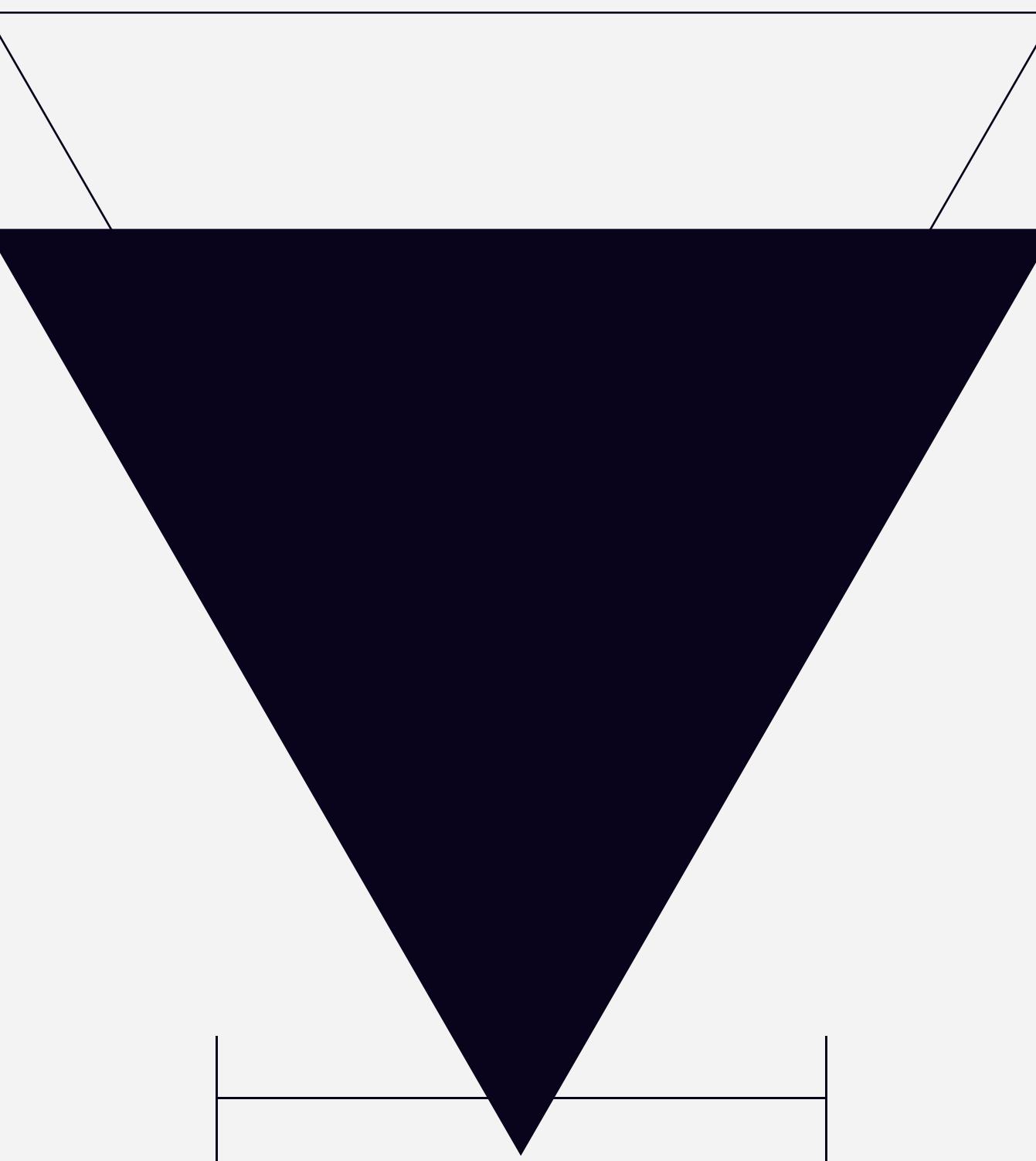
Wireframing & Prototyping

User Interview

Usability test

UX writing (early)

HTML & CSS (quite good)



# EDUCATION

2023

## UX Writing

Certificate of Attendance  
UXER School

2021

## How to conduct a usability test

Certificate of Attendance  
Interaction Design Foundation

2020

## Google Activate

Certificate of Attendance  
Google and IAB Spain

2019

## Workshop UI/UX

Certificate of Attendance  
Talent Garden Poste Italiane Roma

2018

## Google "Eccellenze per digitale"

Certificate of Attendance  
Google and IAB Europe

2017

## 1° Prize Big Hack Open Data Regione Lazio

App + Community Social  
Maker Faire Hack '15

2016

## Master in Web Design

Development and Design APP IED ROMA  
IED, Rome (IT)

2015

## Academic Degree in Design

Final Mark 108/110 ABA, Rome (IT)

2014

2013

## Sr UI/UX Product Designer

2023- Present  
Indra, Remote

## Product Designer

2023-2023  
Factorial, Remote

## Sr UI/UX Product Designer

2021-2023  
Facephi, Remote

## UI/UX Product Designer

2020-2021  
Sesame HR, Valencia (ES)

## UI/UX Product Designer

2019-2020  
Cecotec Innovaciones S.L., Valencia (ES)

## UI/UX Product Designer

2018-2019  
Yeeply, Valencia (ES)

## UI/UX Web Designer

2017-2018  
Gruppo Roncaglia, Rome (IT)

## UI/UX Web Designer

2016-2017  
Bepop, Rome (IT)

## UI/UX Web Designer

Intership 2015-2016  
Lazio Innova, Rome (IT)

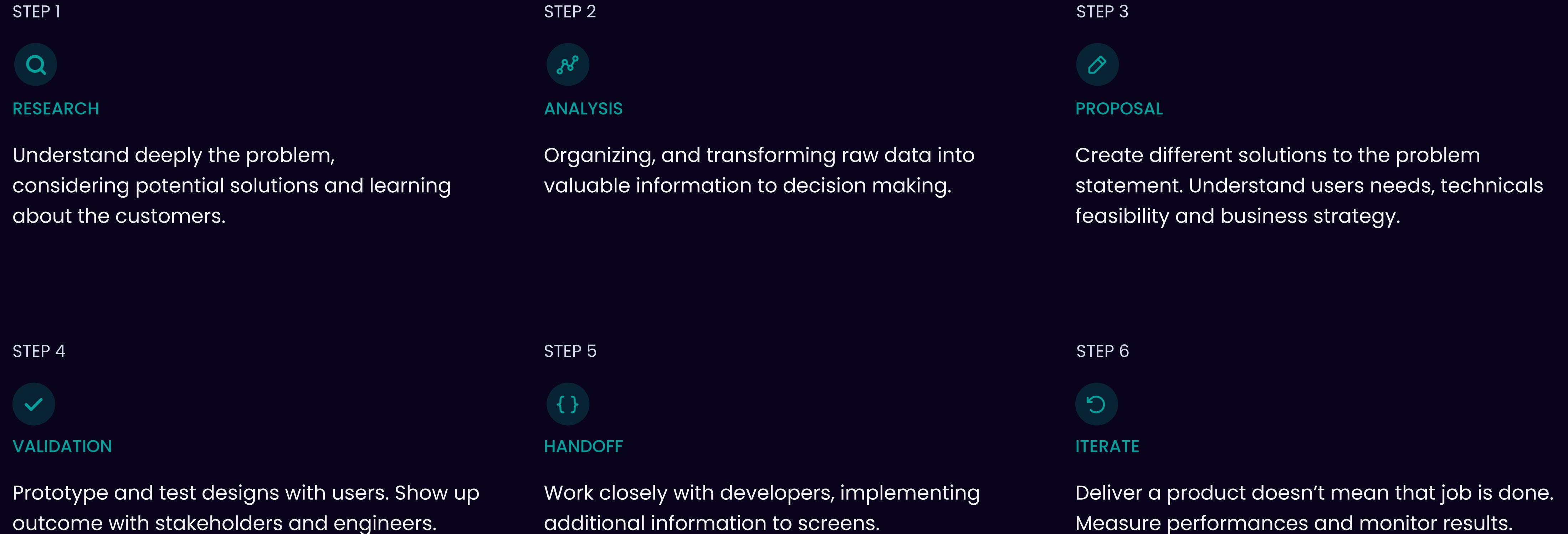
## Graphic & Web Designer

Intership 2014-2015  
Extra comunicazione & marketing, Rome (IT)

1987

# EXPERIENCE

# METHODOLOGIES



# Export maker

The screenshot shows the Factorial SaaS platform's Export builder. On the left, a sidebar menu lists various features like Apps, Dashboard, Me, Time off, Clock in, My documents, Tasks, Employees, Calendar, Time tracking, Reports, Payroll, Documents, Company, and a user profile for Mike H. In the center, the 'Export builder' interface has two main sections: 'Select a template' (step 1) and 'Setup export' (step 2). Step 1 displays four templates: 'Full time tracking', 'Extra hours' (selected), 'Active employees', and 'Absences'. The 'Extra hours' template is described as 'Review extra hours on working day and weekend' and is labeled 'Most popular'. Step 2 shows customization options under 'Fields' for 'Active employees' (selected), 'Pool of hours', 'Extra hours', 'Work holiday', and 'Overtime compensation'. It also includes a date range from '06/01/2022' to '06/30/2022' and an 'Export type' dropdown set to 'PDF File'. A red 'Fast export' button is visible at the bottom of the template cards.

## THE OVERVIEW

Time tracking deals with the management of time control within the Factorial SaaS platform. The user it refers to is mainly the Team Managers and HR personnel of companies, and it allows them to monitor employees' clock-ins and clock-outs. Periodically, they must create reports to review and ensure compliance with the labor laws' working hours of their own country.

I worked in the Product Trio framing the problem and designed solution. Also I followed up the development with the dev team.

COMPANY Factorial YEAR 2023

# Export maker

## THE CHALLENGE

Streamline the periodically generation report with different criteria to be compliance with legal requirements.

## THE SOLUTION

We propose to provide some templates customizable or directly download to save time in repetitive tasks. And meanwhile give freedom to customize.

## RESEARCH METHOD



Desk research



Prototyping



User journey mapping

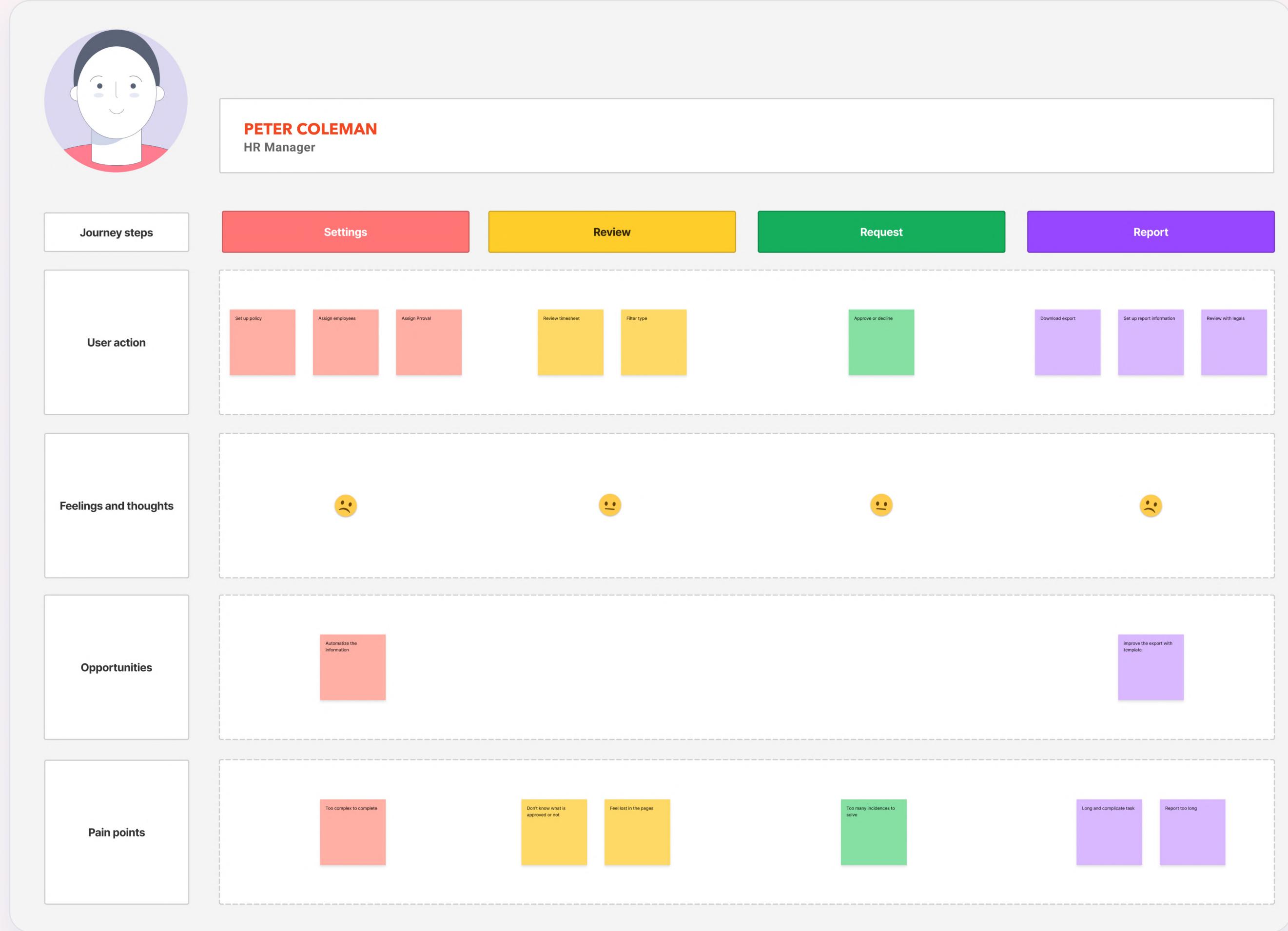


Usability test

## TOOLS



# Export maker



## RESEARCH

### User journey mapping

Firstly, we took all the data of our client's interviews and then we arranged a workshop with the entire team to identify opportunities and problems during the use of time tracking application. In this case we took in account the HR Manager.

# Export maker

The screenshot shows a user interface for creating an export template. On the left, there's a sidebar with 'Company fields' (selected), 'Fields' (highlighted in grey), and 'Title'. The main area has a 'Template' title at the top right with 'Save' and 'Export' buttons. A 'Fields' section contains a sub-section titled 'Active employees' with a checked toggle switch, followed by five other toggle switches for 'Pool of hours', 'Extra hours', 'Work holiday', and 'Overtime compensation'. Below these are 'Range' filters for 'From' (06/01/2022) and 'To' (06/30/2022), and an 'Export type' dropdown set to 'PDF File'. To the right is a table with three columns: 'Name', 'Surname', and 'Extra hours'. The table has 15 rows, each with a light grey background.

## IDEATION

### Exploration #1

The idea is to simplify the export process with a new template framework where manager can download a prefilled report. We explore some idea like this first one.

We divided in different sections the report generation using some components that the user just have to activate or deactivate. Then we tested it.

# Export maker

# IDEATION

# Exploration #2

Another solution to the same problem.  
We organize the report generation in two  
different parts with a stepper and a side menu  
with input fields to complete.

# Export builder

## THE IMPACT

### INCREASE OF USE

In the following months we accomplish an increase of download and use of the report sections.

**+37%**

REPORTS DOWNLOAD

### INCREASE IN BRAZILIAN MARKET

Reach Brazilian market and new companies and be compliance.

**0.8x**

CLIENTS

### REVENUES

Increase MMR during the Q activation and customer satisfaction after the release.

**+ 0.4M**

MMR

# Builder

The screenshot shows the Facephii Builder interface. At the top, there's a color palette with 'Secondary' and '#1B8DF9' hex code. Below it, a large 'Builder' title is displayed. On the left, a sidebar has a 'Bienvenido!' message and three steps: 'Create' (with a lightbulb icon), 'Customize' (with a gear icon), and 'Publish' (with a rocket icon). A 'Comenzar' button is at the bottom of the sidebar. The main area shows a 'Landings' section with a search bar and a list of items named '354009hs' repeated multiple times. The overall design is clean with a dark header and light body.

## THE OVERVIEW

No-code tool to customize and create biometric workflows. I led the end-to-end process from research to ideation, design system and testing.

COMPANY Facephii YEAR 2022

This screenshot shows a different view of the Facephii Builder interface. It features a 'Start building' heading with an illustration of a person working on a laptop. The sidebar includes a 'Start building' button and a 'Secondary' color palette. The main workspace is currently empty, indicated by a large white area.

# Builder

## THE CHALLENGE

Often users feel very frustrated in public events or trips due to manual process of identity verification that mostly are subjective all time and cause queues and delays.

## RESEARCH METHOD



Desk research



Surveys



User interviews



Usability test

## THE PROPOSAL

Create a digital solution that allow users to feel less frustrated in the process of identity verification and provide to our client a customizable tool.

## TOOLS

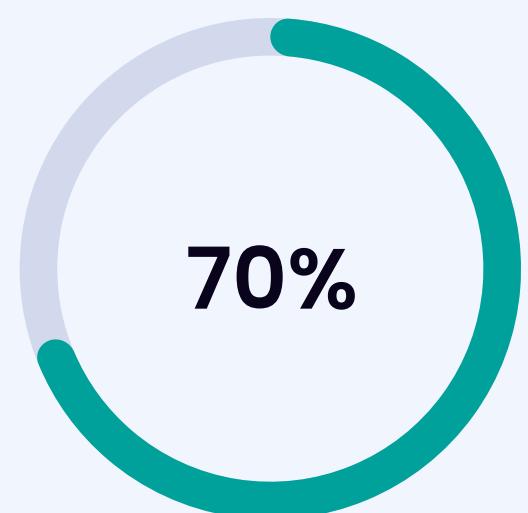


## DESK RESEARCH

### What people habits are?

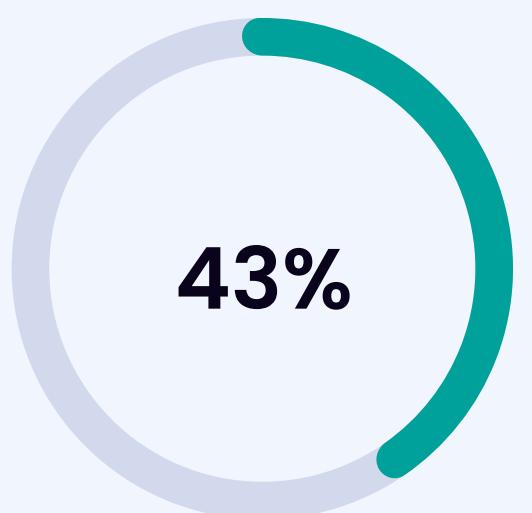
The aim was to research how people usually travel to targetise the final user.

We started with a desk research to identify the target and create some assumptions.



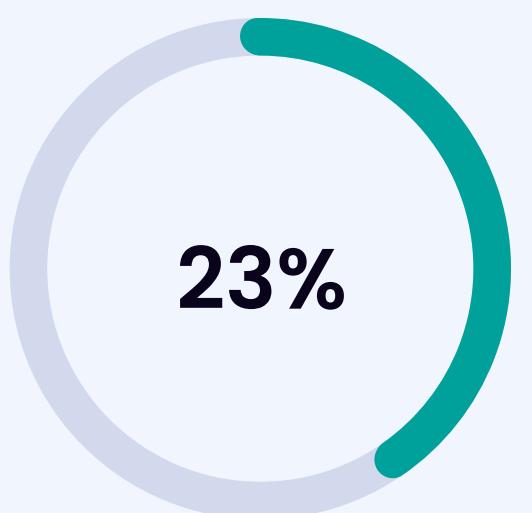
TECH AMENITY

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 OPTIONS

Consider it useful to avoid physical contact and improve security.



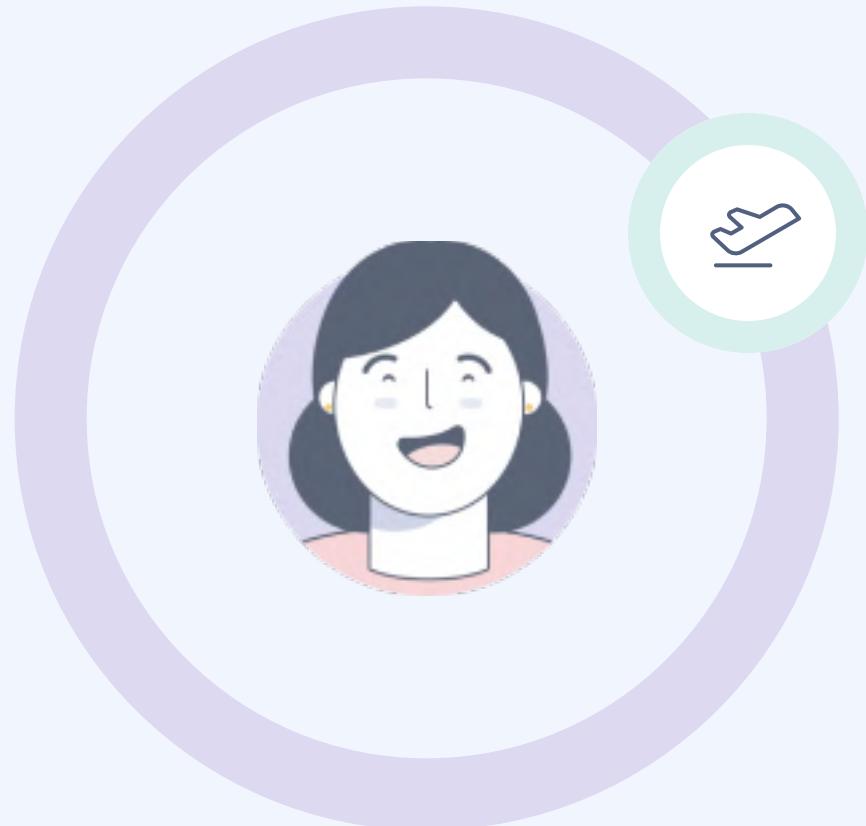
LOW DURATION

Europeans that usually travel prefer 3-night breaks.

# Builder

## TARGET

The desk research allow us to define the target of our final user.



### SMART TRAVELLER

25-45 years  
European  
Medium-high education  
Digital adopted



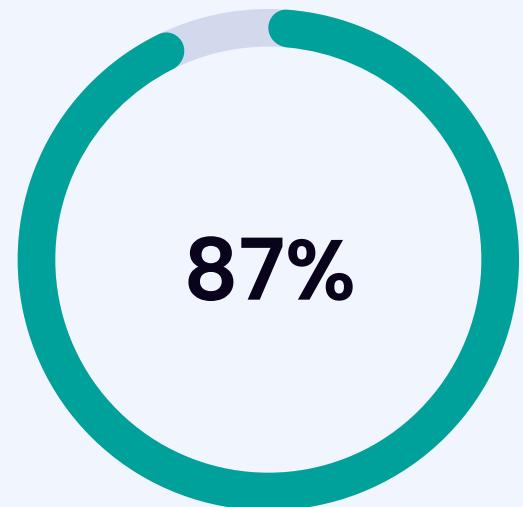
### BUSINESS TRAVELLER

25-45 years  
European  
Medium-high education  
Digital adopted

# Builder

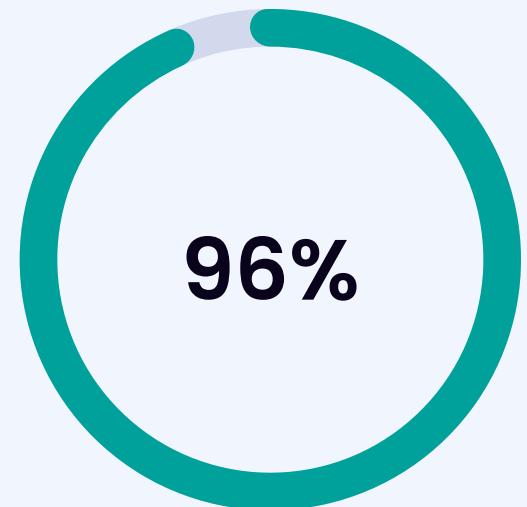
## SURVEYS RESULTS

The aim was to reach the identify target and validate assumptions around it.



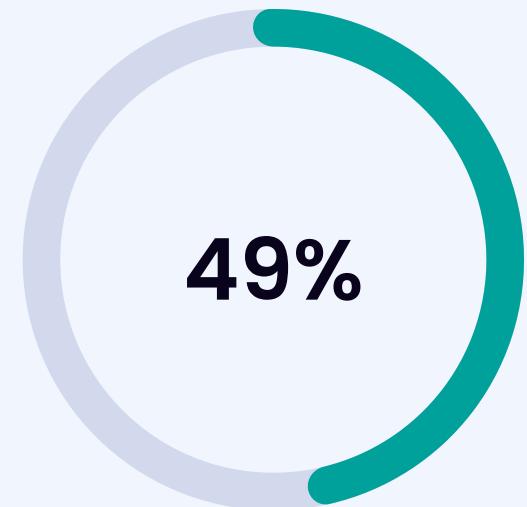
AGE

The average age of the target is between 20-45.



HABITS

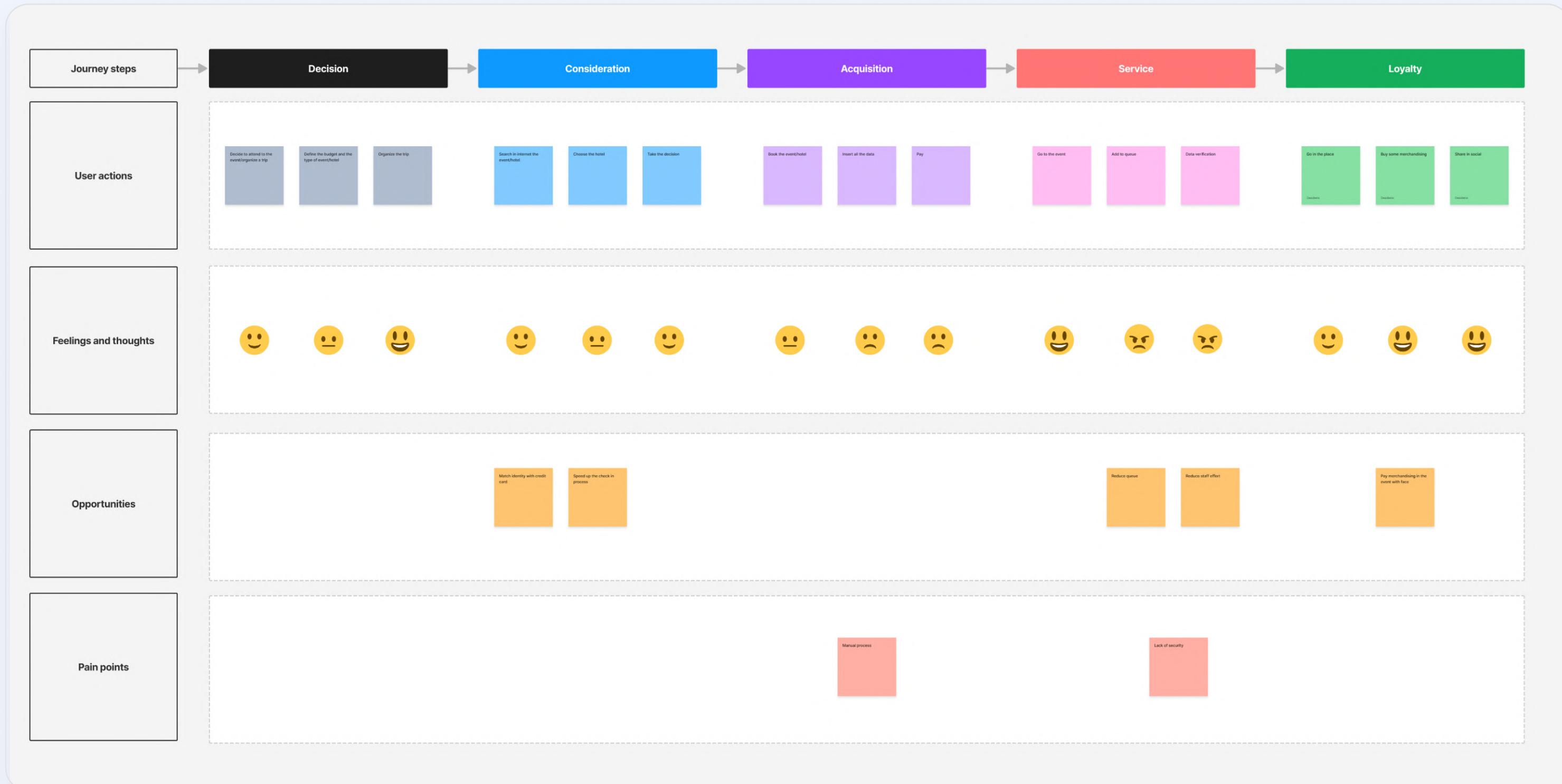
Users usually travel for leisure and work and they prefer to stay in hotel. Sometimes they travel to attend to events.



DURATION

Europeans prefer planning trips with low duration such 3-night breaks.

# Builder

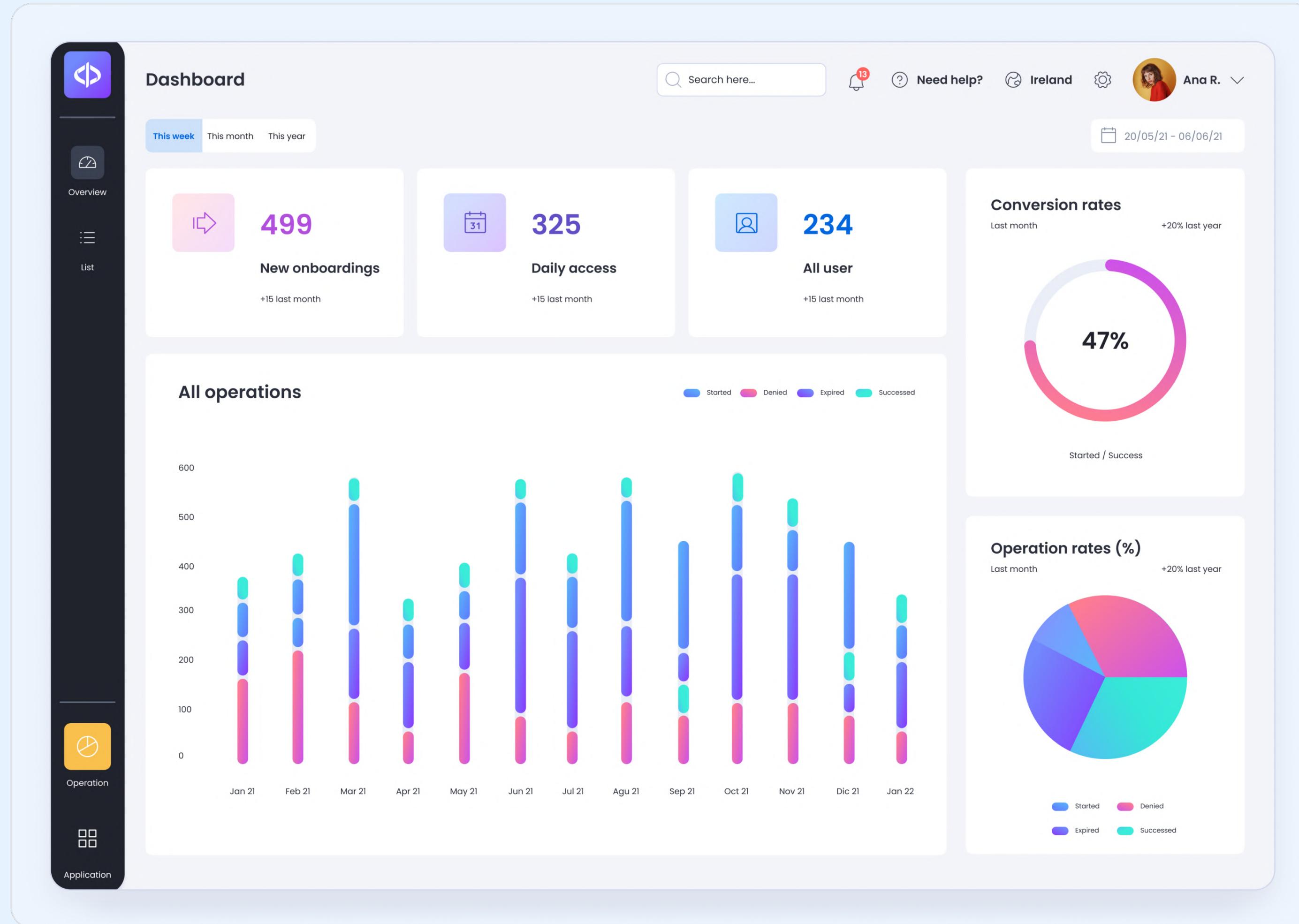


## RESEARCH

### User journey mapping

We reorganized the user's insights in a journey map to identify pain points or new opportunities.

# ID Platform



## THE OVERVIEW

This project starts from the scratch. I led the end-to-end process from the kick-off to research, ideation, design system and testing.

COMPANY Facephi YEAR 2021-2023

# ID Platform

## THE CHALLENGE

The aim was to allow the customer to centralise and monitorise all the data generated with each biometrics onboarding/authentication and improve the experience in the widget.

## RESEARCH METHOD



Desk research



Information Architecture



User interviews



Usability test

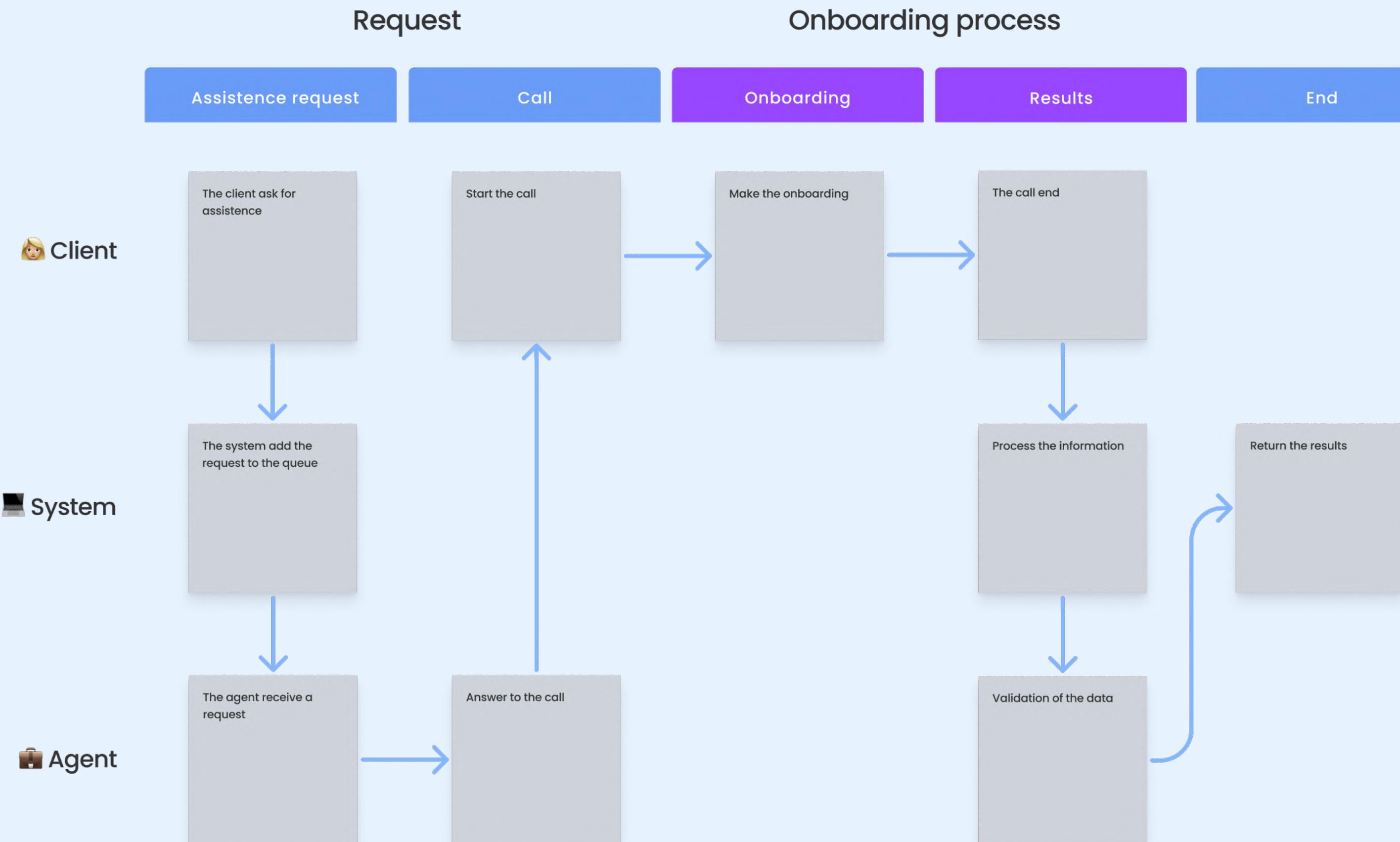
## THE SOLUTION

Launch a MVP of a new SaaS Platform at the end of Q3 that helps clients monitoring all the data customize the workflows with biometric widgets.

## TOOLS



# ID Platform

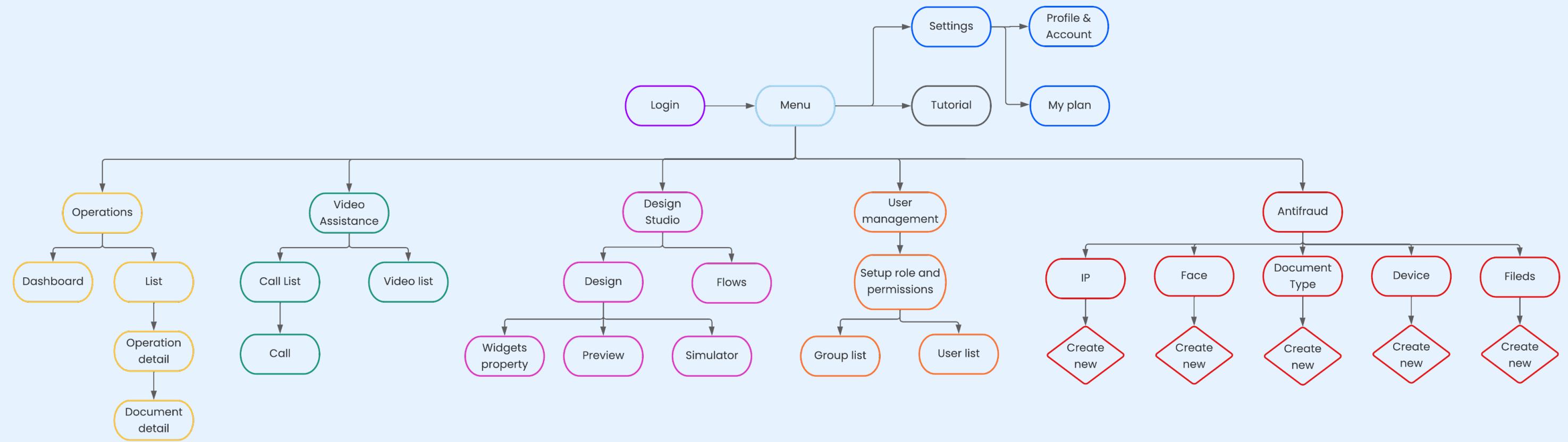


RESEARCH

## Service blueprint

Before add a new feature as Video assistance, I run a research to understand the interactions between the actors involved in the journey.

# ID Platform



## RESEARCH

### Information architecture

Sometimes it is necessary to organize items in a complex product as the Identity platform. Information architecture is a visual artifact that helps to analyze the structure.

# ID Platform

## THE IMPACT

### REVENUES

New clients in LATAM and launch the a brand new product.

**1.4 M**

ARR

### MARKETS IN NEW COUNTRIES

Added new solution and reach new market in LATAM and expand our business in three new countries.

**3**

COUNTRIES

### GROW COMPANY SIZE

Grew fast and duplicate the employees's number in only one year and opened a new office in UK.

**2X**

EMPLOYEES IN A YEAR

# Sesame HR App



## THE OVERVIEW

I led the user research, user experience and interface design.

COMPANY Sesame HR YEAR 2021-2023

# Sesame HR App

## THE CHALLENGE

The aim was to reduce user's frictions during the accomplishment of his daily tasks in the Sesame HR's app.

## THE SOLUTION

We analyzed the flow and rethought the whole app based on a task oriented design.  
Then we gave a new look and feel according to the company style's guide.

## RESEARCH METHOD



Market research analysis



Information Architecture



Prototyping



Usability test

## TOOLS





## THE OVERVIEW

I led user experience and design of the e-commerce to define a new way of communicating the products.

COMPANY Cecotec YEAR 2019-2020

# Cecotec e-commerce

## THE CHALLENGE

The corporate goal was to become a leader in the field of smart appliances and online sales by moving from a Prestashop CMS to a proprietary code.

## THE SOLUTION

We worked on a new way of communicating the product, putting it at the center of the shopping experience and completely redesigning the web site.

## RESEARCH METHOD



Market research analysis



Information architecture



Prototyping

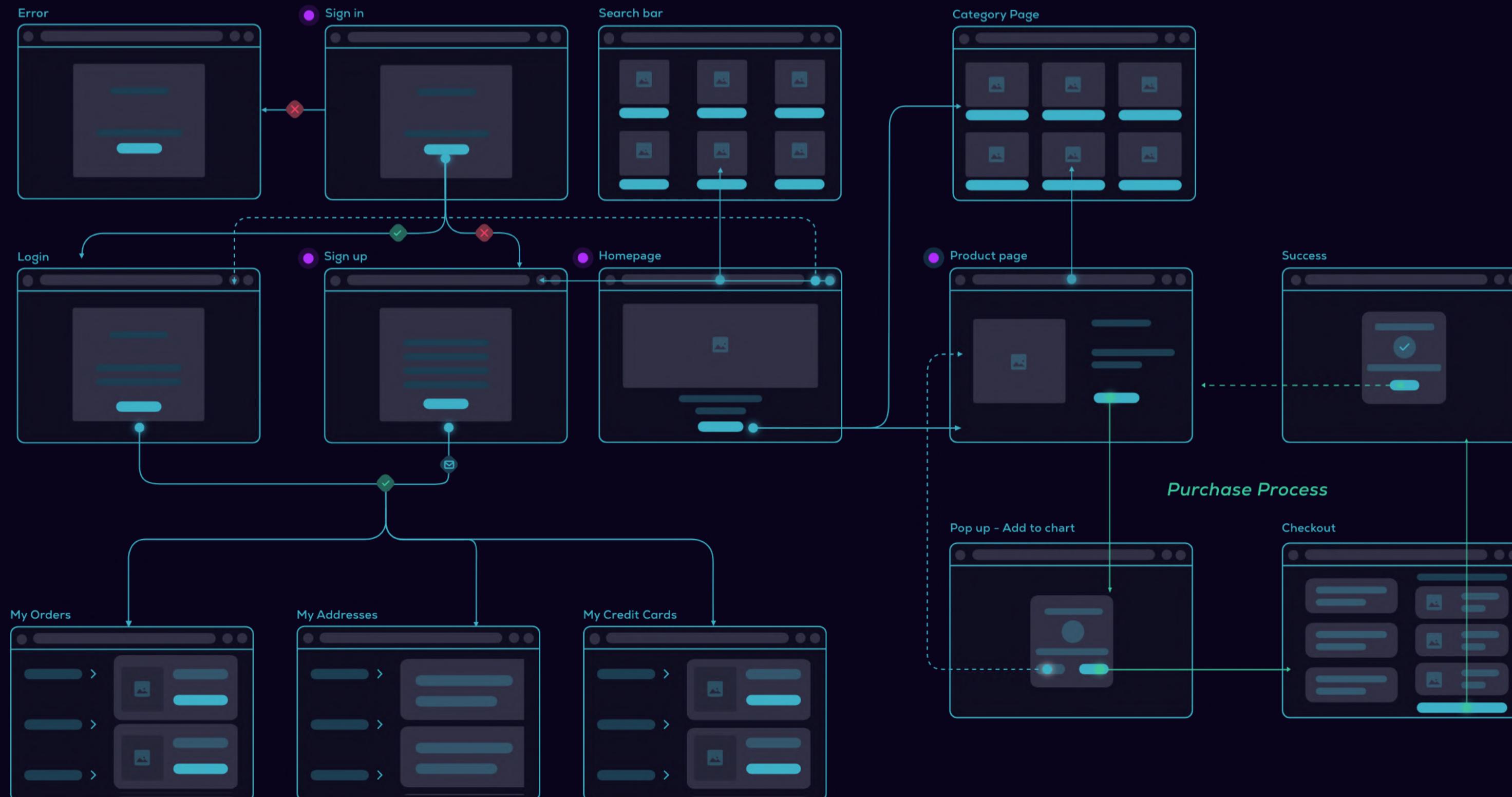


Usability test

## TOOLS



# Cecotec e-commerce



## INFORMATION ARCHITECTURE

## Userflow

The aim was to analyze the user's behavior put the focus on the purchase process and at the same time to study the external touchpoints (ex: homepage, login...).

# Cecotec e-commerce

The image displays three mobile screenshots of the Cecotec e-commerce application, illustrating the user interface for a shopping cart.

**Screenshot 1: Envío (Delivery) - Dirección de envío (Shipping Address)**

- Form fields for Name, Surname, Street, Town, Province, Country, and Phone number.
- Delivery options: Envío exprés (Free) and Entrega dentro de casa (49,90€).
- Payment methods: Pagar con Tarjeta (Credit Card), Financiación a 3, 4 o 6 meses (Rápido, ahora a 3 SIN intereses!), and Contra rembolso.

**Screenshot 2: RESUMEN (Summary)**

- Product details: Mambo Negro, 199,90€, 999,90€ (unit).
- Delivery estimate: 24/04/19.
- Coupon: Cupon 02345467, Valido desde 13/04/19 hasta 21/04/19, Descuento 10%.
- Quantity selector: 10.
- Also recommended: Forcetitanium (199,90€).
- Total: Gastos de envío 0€, Total compra 2.043€.
- Finalizar pedido button.

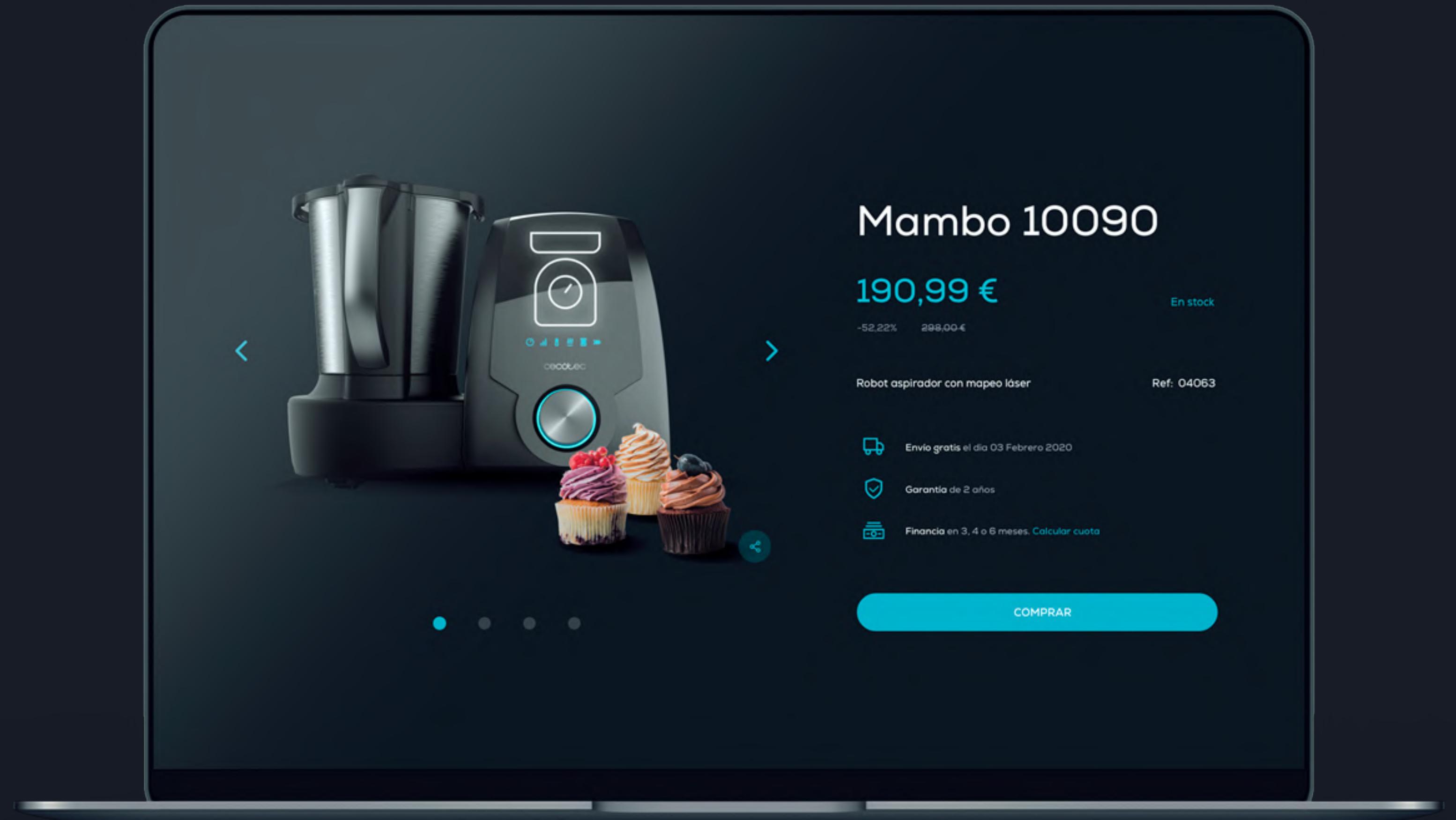
**Screenshot 3: RESUMEN (Summary)**

- Product details: Mambo Negro, 199,90€, 999,90€ (unit).
- Coupon: Cupon 02345467, Valido desde 13/04/19 hasta 21/04/19, Descuento 10%.
- Quantity selector: 10.
- Código cupones input field and Añadir button.
- Also recommended: Forcetitanium (199,90€).
- Total: Gastos de envío 0€, Total compra 2.043€.
- Finalizar pedido button.

UI INTERFACE

Shopping chart

Responsive design of the shopping chart.



UI INTERFACE

## Product Page

Detail of a core product page.

# VALUES



## EFFECTIVE AND FAST

The aim of my work is always to understand the user and uncover their needs when they experience the product or service. I always start with a *Why*.



## INNOVATIVE

When I face a new product or service, I focus on how to enhance the complexity in the entire experience. The most important thing is to create a pleasant experience in the journey of the product.



## TEAM PLAYER

Working as a team is the best way to reach a good product. I prioritize collaboration and listening people, working in group, organize workshop and enjoy the parties.



# LET'S WORK TOGETHER



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+34611413179

## FOLLOW ME

