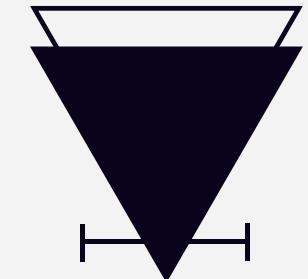


DESIDERIA ACQUAVITI

SENIOR PRODUCT DESIGNER





Senior Product Designer with +10 years experience based in Valencia (Spain) remotely

Original and inquiring, always up-to-date.

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

To do lister and deep observer

I consider myself a very organized designer, 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, but also focus in finding solutions and thinking out of the common patterns.

I have a keen interest in strategy, envision the solution and I plan each step of the design process that usually is messy in many points.

I am a good observe and I am able to understand user needs during the session and discovery part, but I also converge ideas and find a good solution shared with all the stakeholder.

I am very fast executor and I don't like to reinvent the wheel.

My mission is to bring the bright side in design

I trust in having good collaboration with my mates, help fostering and leading the junior one, organize and head up the project with business and the engineers.





EDUCATION

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 Actívate
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

Senior Product Designer
2023-present
Indra, Remote

Senior Product Designer UI/UX
2023-2023
Factorial, Remote

Senior Product Designer UI/UX
2021-2023
Facephi, Remote

Product Designer UI/UX
2020-2021
Sesame HR, Valencia (ES)

Product Designer UI/UX
2019-2020
Cecotec Innovaciones S.L., Valencia (ES)

Product Designer UI/UX
2018-2019
Yeeply, Valencia (ES)

Product Designer UI/UX
2017-2018
Gruppo Roncaglia, Rome (IT)

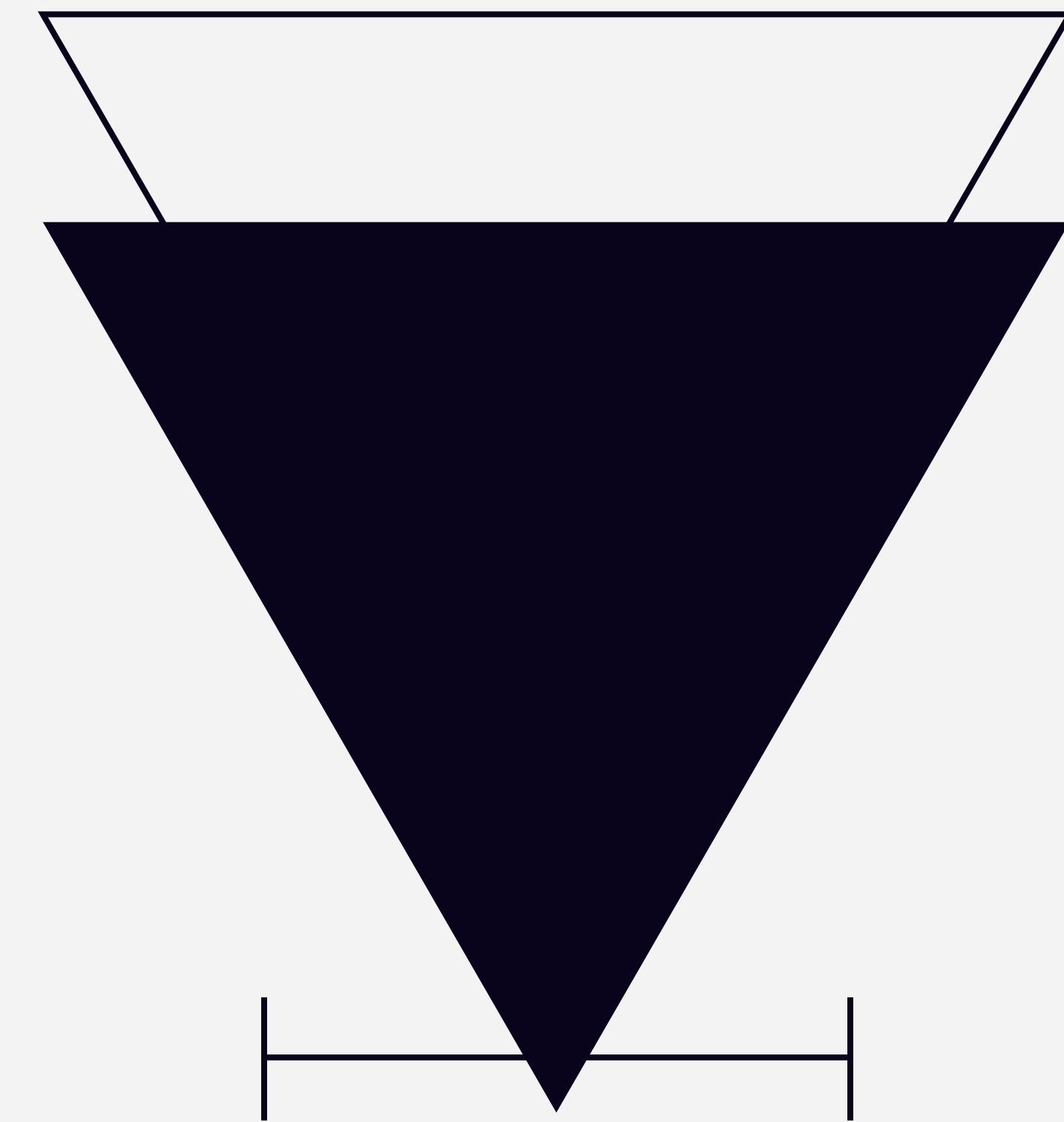
Web Designer UI/UX
2016-2017
Bepop, Rome (IT)

Web Designer UI/UX
Intership 2015-2016
Lazio Innova, Rome (IT)

Graphic & Web Designer
Intership 2015-2015
Extra comunicazione & marketing, Rome (IT)



END-TO-END
WIREFRAMING
USER INTERVIEW
PROTOTYPING
RESEARCH
USABILITY TEST
UX WRITING
CODING
INTUITION
OBSERVATION
COLLABORATION





DISCOVERY

Understand deeply the problem, run diverse researches to define assumptions and opportunities.

STRATEGY

Planning the solution, how to differentiate in the market and the value for users.

IDEATION

Create different solutions around the problem statement.

VALIDATION

Prototype and test designs with users. Show up outcomes with stakeholders and engineers.

HANDOFF

Work closely with developers, implementing additional information to screens.

ITERATE

Deliver a product doesn't mean that job is done. Measure performances and turn it in idea.

*This is just an overview of the most **usual but not standard** process. It may change according to the necessity.

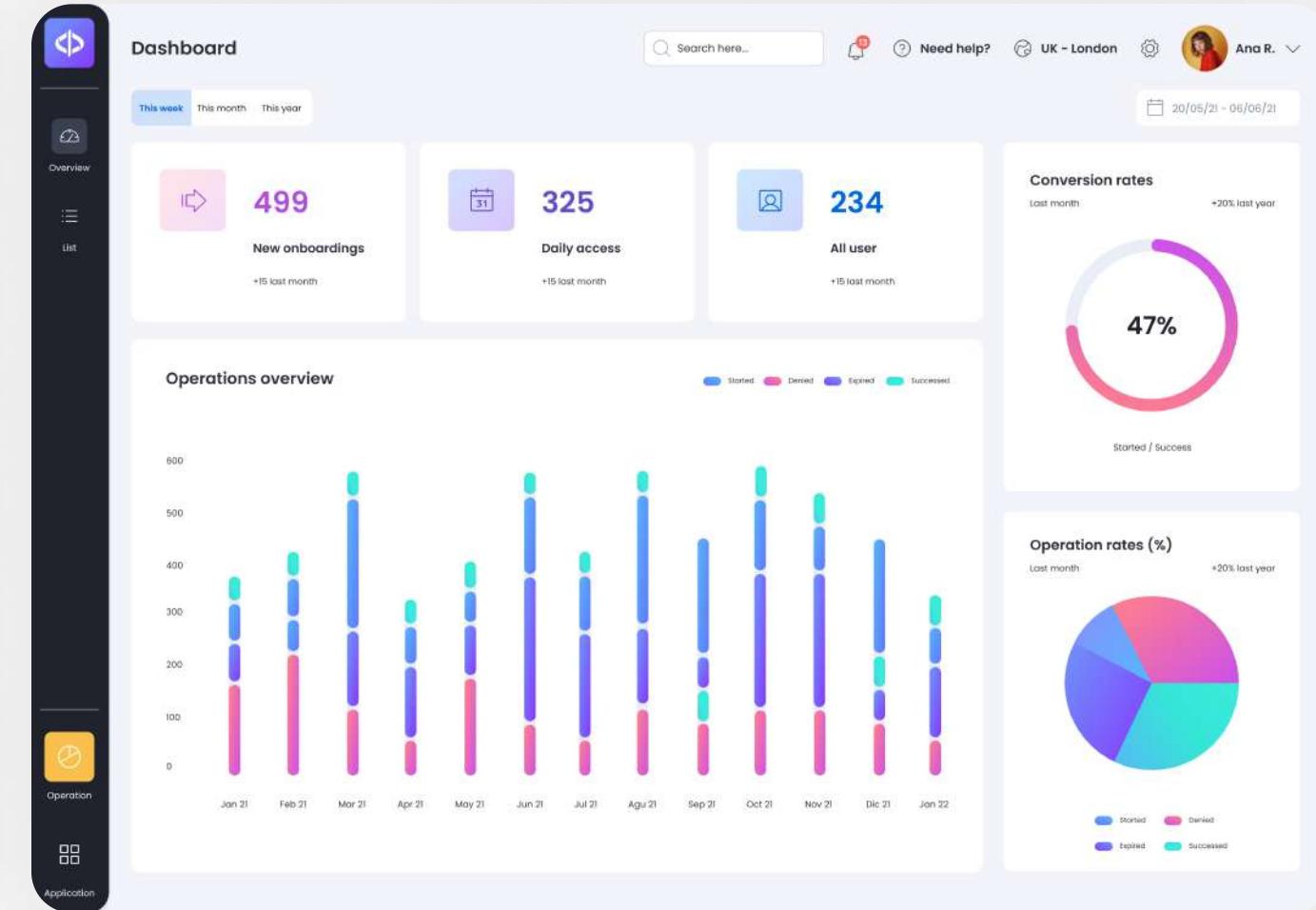


◆ PROJECT HIGHLIGHTS

This screenshot shows the 'Template' configuration page. On the left, there are three tabs: 'Template' (selected), 'Company fields', and 'Title'. The 'Template' tab displays a list of available templates:

- Active employees**: Check the workforce and availability of your employees in a workplace or in a workday. **Most popular**.
- Active employees**: Check the workforce and availability of your employees in a workplace or in a workday.
- New template**: Create your template from the scratch.

The main area shows a table with columns: Name Surname, Extra hours, Work holidays, and Total hours. It lists several employee entries with their respective details.



This screenshot shows the 'Workspace' creation interface. It includes a search bar, date range selector (20/05/21 - 06/06/21), and a 'Create' button. Below these are four workspace preview cards, each with a title and a small icon. A modal window is open over the second preview card, showing 'Advanced settings' and a 'Delete' button.

#1 EXPORT SYSTEM

SaaS Platform tool to automation HR to streamline paperwork, engage employees and track attendances and time off.

#2 ID PLATFORM

SaaS Platform tool to monitorize and storage biometric customers workflow.

#3 BUILDER

No code tool workflow creation to generate biometric flow without coding and automation usage.



SAAS HR

#1 EXPORT SYSTEM

Factorial is a **unicorn startup** that provides a SaaS platform as a HR solution to manage tracking time and prepare payrolls.

Time tracking is the **most important and long-life** domain of the company and multiple teams work in this module.

I **was in charge of the design** of Time tracking, which is the module where companies register employees attendances.

Time tracking is the **most important feature** of the platform and it pull business incomes of the company.

In the Product trio, alongside the PM and the EM, we took **strategic decisions** and envision the product.

SENIOR PRODUCT DESIGNER . 2023

The screenshot shows the Factorial SaaS platform's Time tracking interface for October 2022. The left sidebar includes links for Apps, Dashboard, Me, Time off, Clock in, My documents, Tasks, Employees, Calendar, Time tracking (which is highlighted in red), Reports, Payroll, Documents, Company, and a user profile for Mike H. The main area displays a table of approved timesheets. The table has columns for Employee, Estimated, Worked, Balance, and Hour distribution. It lists five employees: Rosa Miller, Annette Black, Eleanor Pena, Francis Johnson, and Marc Facts. Each employee's row includes a small profile picture, their name, and dropdown menus for Estimated, Worked, and Balance. To the right of each row is a bar chart representing the hour distribution. A message at the top right states: "These timesheets have been approved and can't be edited". At the bottom of the table, it says "3 items". At the very bottom of the page, there are tabs for Monthly, Semimonthly, Weekly, and Daily.

Employee	Estimated	Worked	Balance	Hour distribution
Rosa Miller	165h 30m	165h 30m	+5h 30m	
Annette Black	162h	162h	+3h	
Eleanor Pena	156h	154h 5m	-5h 45m	
Francis Johnson	166h	154h 5m	-5h 55m	
Marc Facts	124h	154h 5m	-5h 55m	



#1 EXPORT SYSTEM

STREAMLINE THE REPORT GENERATION AND AUTOMATIZE LEGAL REQUIREMENTS

The challenge comes from the necessity for an export system. Specifically, we needed a solution that would **ensure compliance** with the diverse legal requirements across all the markets we operated in.

This was particularly crucial in the Brazilian market, where the intricacies of calculating worked hours added an extra layer of complexity.

Our objective was to develop an **export mechanism presented in a concise one-page format**, streamlining the process and facilitating efficient audit.

SCALABLE SOLUTION FOR DIFFERENT MARKETS

The objective was to develop an **flexible system**, enabling us to tap into **diverse markets**. Furthermore, our aim was to design a user-friendly system that could be **effortlessly employed by all users** required to generate that report on a monthly and recurring basis to review attendances and prepare payrolls.



#1 EXPORT SYSTEM

PLANNING GRADUAL IMPROVEMENTS

The idea was to create a system by making it easy to develop to achieve a flexible tool that is easily usable by users and reusing design system component where possible.

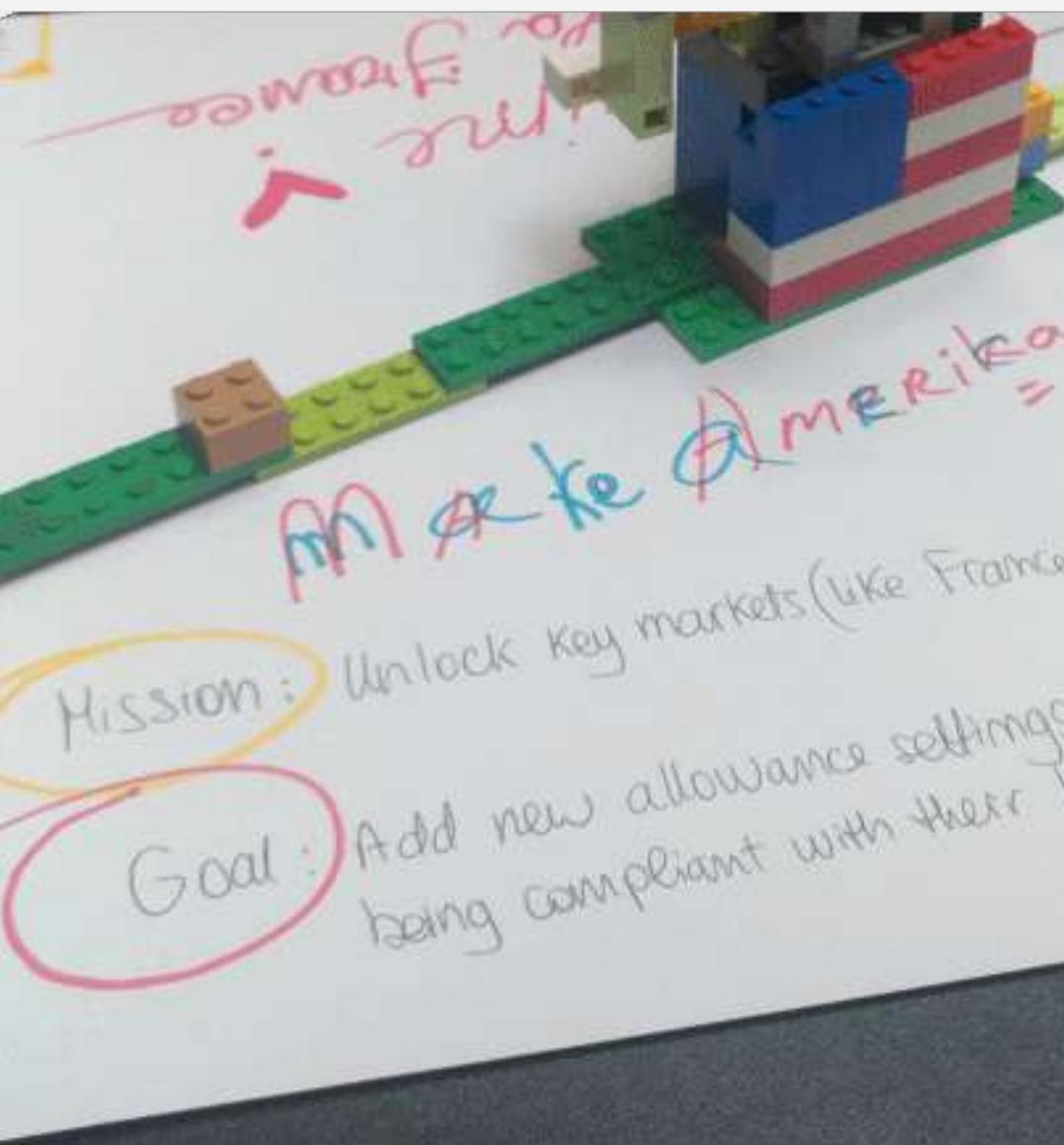
We **conduct user research and define a user journey** for the entire feature, presenting stakeholders with a comprehensive vision of the current state of the functionality and where improve it.

The plan was to design what would be the future implementation of the functionality and then divide it into various steps, progressing from the current design to the final version by **making gradual improvements** to the project on the existing platform.

We started with the already existing modal with different fields to configure and decided to simplify it through small implementations until reaching the final concept.

Slow creation process

The modal as it was had to be **configured each time with different and complex fields**, making the **task tedious**, especially for something that repeats periodically.





WHAT WE NEED TO BE COMPLIANCE?

We really got down into the detail of the Brazilian market by talking to experts right there on the ground. Alongside this hands-on experience, we dove deep into **desk research and took a good look at the legal landscape**. All of this together gave us a solid foundation to kick off our project.

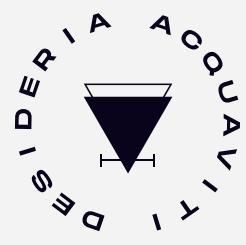
The Brazilian market, with all its complexity, threw some challenges our way, but also **opened up opportunities** that matched our goals. This deep understanding was like the center of crafting the content for our full report as starting point, setting us off on a strong note for everything we aimed to achieve.

METHODOLOGY

- | | |
|--|--|
|  Desk research |  Prototyping |
|  User journey mapping |  Usability test |

TOOLS





HOW MIGHT WE STREAMLINE THE PROCESS?

After evaluating our findings, we decided to create a system that would allow users to **start quickly** instead of having to configure each step and export data every time.

We developed this by offering **pre-configured templates based on the frequently collected and most used data** by our clients in active markets.

Within the system, users have access to templates that they can open and modify with specific data. Alternatively, they can **directly download** them with a quick action, facilitating an immediate download. After modifying the templates, users can save a **new version or create a completely new one**.

To achieve this result, we conducted **various explorations**, experimenting with the components available in our design system. Subsequently, we conducted user tests to determine which solutions aligned best with users needs. This process led us to implement a final solution, a new feature specifically crafted for exports.

IMMEDIATE ADOPTION

The impact was immediately significant within the platform itself, as this solution proved to be **highly versatile** and applicable to other domain of the platform.

Therefore, we promptly began working on new components to enhance them for potential application in other areas.

From a **business perspective**, it allowed us to finally enter the Brazilian market, which was our most crucial reference point in terms of data and exports. It was the **most complex and demanding market** that we defined as our primary benchmark. We designed around that model to scale and adapt to other markets and enhance the performance.



#1 EXPORT SYSTEM

Save Export

Preview

Fields

Start customize your export with required fields.

Active employees

Pool of hours

Extra hours

Work holiday

Start your export

Select a template or start from a blank one.

Template Company fields Fields Title

Template

Select one between the default and start customize it.

Active employees

Check the workforce and availability of your employees in a workplace or in a workday Most popular

Active employees

Check the workforce and availability of your employees in a workplace or in a workday

New template

Create your template from the scratch

Save Export

Refresh

Name Surname Extra hours Work holidays Total hours

Name Surname	Extra hours	Work holidays	Total hours
Zaire Levin	162h 39m	45h 30m	+3h 30m
Wilson Culhane	145h 20m	65h 29m	-4h
Madelyn Westervelt	58h 30m	29h 35m	-2h
Benoit Leclerc	16h 45m	165h 30m	+5h 31m
Ruben Rosser	5h 30m	85h 38m	+42h 27m
Lindsey Mango	127h 0m	5h 30m	-33m
Adison Philips	233h 15m	58h 30m	-8h 30m
Lindsey Stanton	130h 25m	64h 33m	+7h
Jordyn Press	40h 10m	165h 30m	-6h 38m
Carla Calzoni	91h 40m	89h 30m	+12h 15m
Nolan Rhiel Madsen	153h 0m	130h 25m	+17h 30m
Charlie Rhiel Madsen	10h 30m	55h 30m	

Save Export

Full time tracking

Refresh

Name Surname Extra hours Work holidays Total hours

Name Surname	Extra hours	Work holidays	Total hours
Zaire Levin	162h 39m	45h 30m	+3h 30m
Wilson Culhane	145h 20m	65h 29m	-4h
Madelyn Westervelt	58h 30m	29h 35m	-2h
Benoit Leclerc	16h 45m	165h 30m	+5h 31m
Ruben Rosser	5h 30m	85h 38m	+42h 27m
Lindsey Mango	127h 0m	5h 30m	-33m
Adison Philips	233h 15m	58h 30m	-8h 30m
Lindsey Stanton	130h 25m	64h 33m	+7h
Jordyn Press	40h 10m	165h 30m	-6h 38m
Carla Calzoni	91h 40m	89h 30m	+12h 15m
Nolan Rhiel Madsen	153h 0m	130h 25m	+17h 30m
Charlie Rhiel Madsen	10h 30m	55h 30m	

Save Export

Add information

Company name Factorial

Number of employees 1000

Country Spain

Template Company fields Fields Title

Start your export

Select a template or start from a blank one.

Save Export

Preview

Fields

Start customize your export with required fields.

Active employees

Pool of hours

Extra hours

Work holiday

Overtime compensation

Range

From 06/01/2022 To 06/30/2022

Export type PDF File

Start your export

Select a template or start from a blank one.

Save Export

Start your exp

Select a template or start fr

Start your exp

Select a template or start fr





SAAS (BIOMETRY)

#2 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**.



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

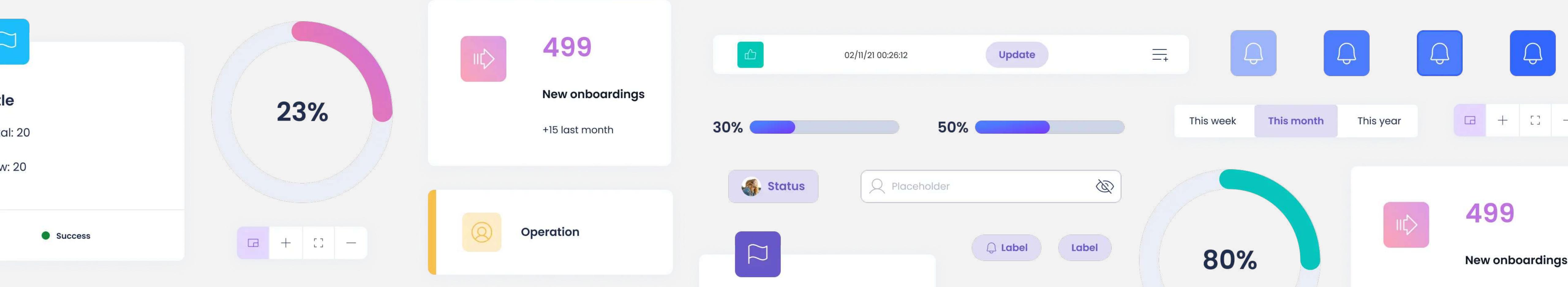
The strategy was to conceive a completely **new product, easy to use**, and with smooth navigation despite the complexity of the offered features. To achieve this goal, we began by **unifying the consistency with a design system**.

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.





WHAT USERS NEED WHILE USING BIOMETRY?

After a thorough desk research and competitor analysis through our support service, we gathered the needs of our clients, blending them with the possibilities and trends of the latest technologies up to that point. By this strategic exploration, we aimed to **gain insights into the competitive landscape**, centered our research on uncovering both our direct and indirect competitors, with a specific emphasis on security solution providers or platforms integrating customer service.

METHODOLOGY



Desk research



Information Architecture



User interviews



Usability test

TOOLS





STORAGE AND DATA MEASUREMENT

A **SaaS platform composed of various modules** prioritized from Must-have to Nice-to-have 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, showcasing the effectiveness of the strategic shift. This transformative approach not only boosted financial performance but also solidified the company's global presence.

1.4 M
ARR

3
COUNTRIES

2x
HEADCOUNT



#2 ID PLATFORM

The image consists of two overlapping screenshots of a mobile application's interface. The top screenshot shows a navigation bar with a 'Design Studio' tab selected. Below it is a 'Composition' tab with a 'Saving...' status indicator. A search bar contains the placeholder 'Search here...'. To the right is a 'Flow title' input field with a placeholder 'Flow title'. Further right is a 'Property' panel for 'Camera setting', showing fields for 'Width' (1280), 'Height' (1280), and 'Crop' (1280). At the top right of this panel is a 'Need help?' button with a notification badge showing '13'. The bottom screenshot shows a flow editor with a 'Wizard' step highlighted. Other steps visible include 'Add an operation to a banned list with parametr.' and 'Application'. The overall design is clean and modern, using a light blue and white color scheme.

The image is a collage of several screenshots from the Facephi mobile application, displayed at different angles. The interface is primarily white with purple accents. At the top, there's a navigation bar with a logo, a search bar, and a 'Need help?' button. Below this, a large purple banner reads 'Welcome Desideria, discover the news about our product and discover new features of Facephi.' On the left, a dark sidebar shows a 'Welcome' screen with a purple header and a 'Go premium' button. The main content area includes sections for 'Operations' (with two items listed), 'Available in your plan' (listing 'operation', 'Antifraud', 'UX metric', 'Design studio', and 'Video support'), and 'User Profile' (showing a profile picture of 'Omar A.', email 'marcos@facephi.com', and status 'Admin'). Another screenshot in the bottom right corner shows an 'Operation list' with a date range '20/05/87 - 20/05/87'. The overall design is clean and modern, with a focus on user engagement and feature discovery.

The image shows a mobile application interface. At the top left is a blue rounded square icon with a white 'D' symbol. To its right, the word 'Welcome' is written in a black, sans-serif font. Below this, there's a circular profile picture of a person sitting outdoors. To the right of the profile picture, the text 'Good morning, Desideria' is displayed, followed by the email address 'desi@facephi.com' and a small square icon. Below this information is a blue oval button labeled 'Admin'. Further down, there's a purple button labeled 'View'. In the top right corner of the screen, there's a green circular progress bar with the number '73%' in the center. Above the progress bar, the word 'Operations' is written in a yellow font. To the right of the progress bar, the text '+20%' is shown in green, accompanied by a small green arrow icon. Below the progress bar, there's a section titled 'Design studio' with a pink circular icon. Underneath this title, it says 'Biometric flow' and 'Modified by Alex Gone' with the date '20.03.22'. There are three colored squares (purple, yellow, and blue) next to the text. On the far left, there are two 'Contact us' buttons. At the bottom right, there's a red circular badge with the number '13' and a question mark icon, followed by the text 'Need help?'.



NO CODE BIOMETRY

#3 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 without ever needing to deal with a single line of code.

SENIOR PRODUCT DESIGNER . 2023



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.

Pub

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.

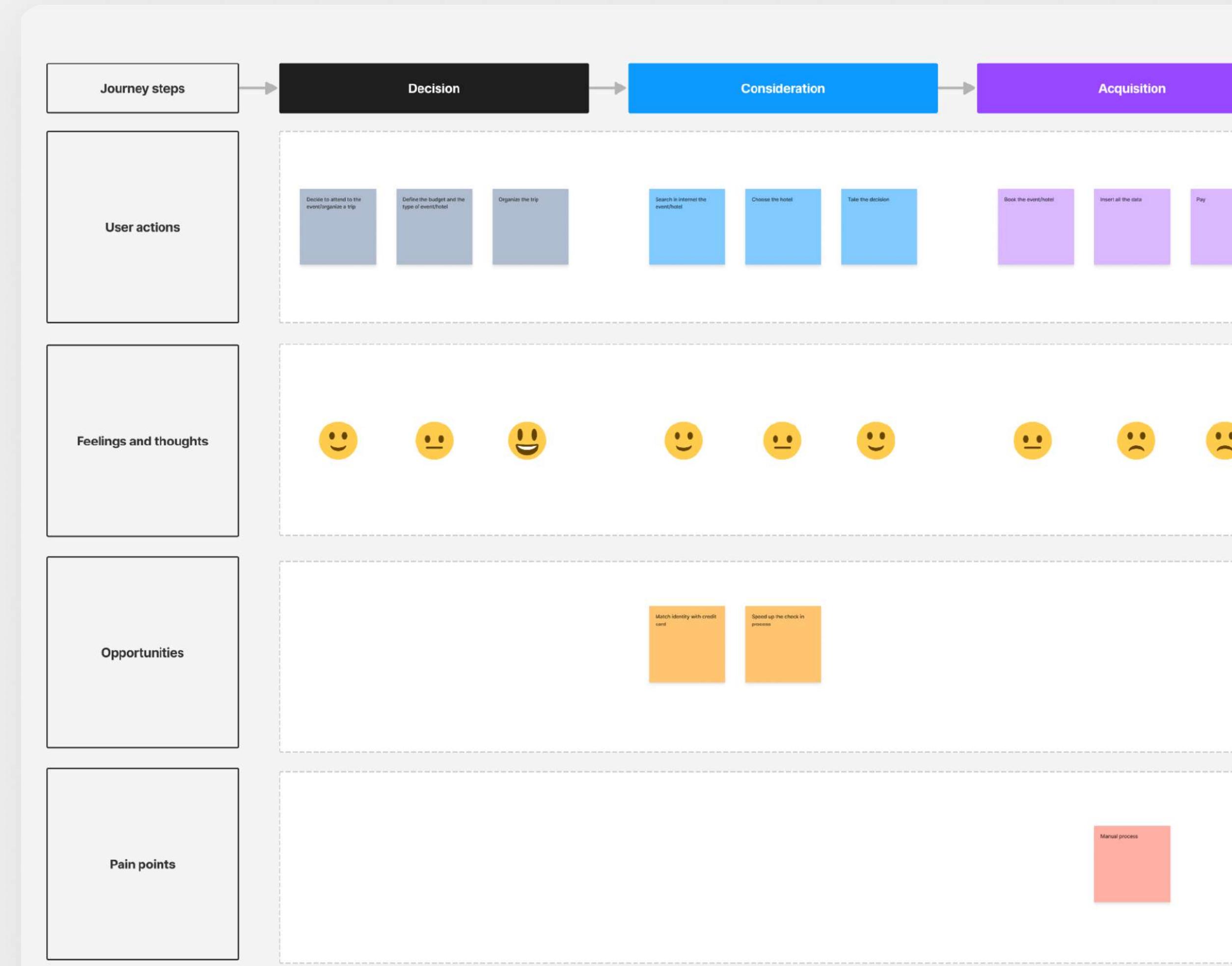
PROVIDE A EASY-TO-USE SOLUTION

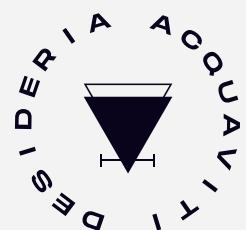
We were looking for something that was easy to use as a majority were unfamiliar with Web Design and Development. Naturally, I explored a "**what you see is what you get**" approach, tailored to meet the specific requirements of the UK market.



MAKE ASSUMPTIONS AND UNCOVER THE VALUE

The plan was to explore and **validate our assumptions about the market** and the potential for innovation in the hospitality and big events industries. We identified a significant opportunity and a lack of offerings in the market. After conducting thorough research and validating our assumptions, we began **leveraging components and templates from our design system to create this new product**. We initiated the delivery of a basic version without advanced options and planned the next iteration to enhance the possibility of customization.





DISCOVER THE HABITS AND DEFINE THE TARGET

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.

METHODOLOGY



Desk research



Surveys



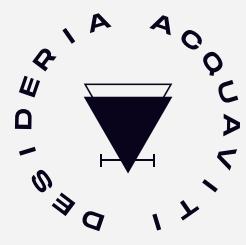
User interviews



Usability test

TOOLS





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.



#3 BUILDER

1. CREATE

User could choose from a existing template or create a new one.

2. CUSTOMIZE

User can select brand color and choose font and size to personalize it.

3. PUBLISH

Select or add url and publish it within their websites.

The image displays three screenshots of the Facephi Builder software interface, arranged diagonally across a blue background. The top-left screenshot shows the 'Create' screen with a preview of a landing page featuring a title and body text. The top-right screenshot shows the 'Customize' screen, which includes sections for adding a logo, selecting a font (e.g., Arial), and choosing colors (Primary: #F2F3F5, Secondary: #1BBD99). The bottom-right screenshot shows the 'Setting' screen, specifically the 'Tenants (Agencies)' tab, where users can input information such as Title, Subdomain, and Languages. The overall design is modern and user-friendly, with a dark header and light-colored cards for content.

This screenshot shows the 'Workspace' section of the Facephi Builder. It features a search bar at the top and a list of items below. Each item has a preview card with a title, a modification date (e.g., 'Modified by Alex Gane on 21 Mar'), and a delete button. There are also 'Advanced settings' and 'Edit' buttons for each item. The interface is clean and organized, typical of a content management system.



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.



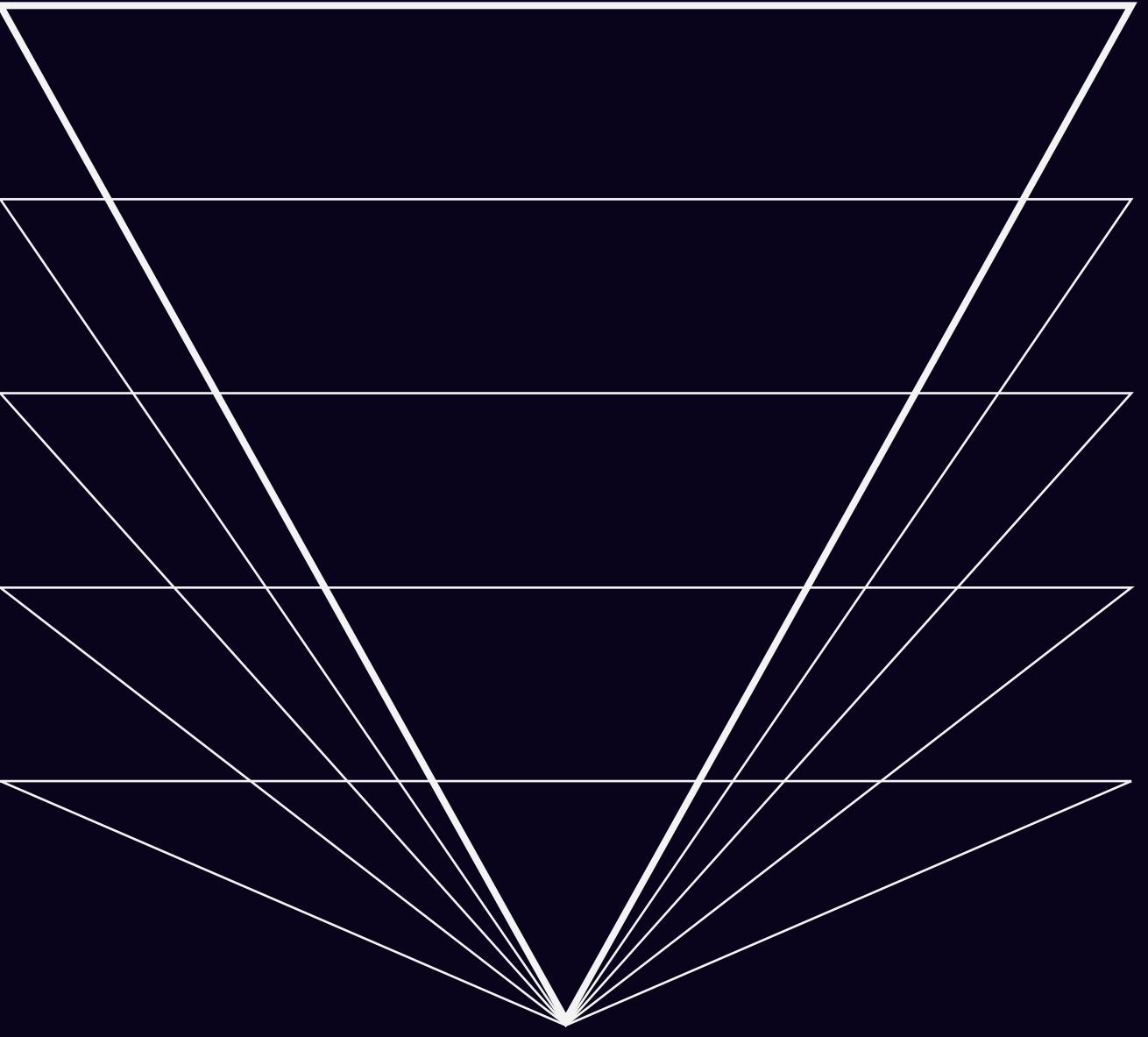
INNOVATIVE

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 create a pleasant experience in the journey of the product.



TEAM PLAYER

Working as a team is the best way to built a good product. I prioritize collaboration and listening people, working in group, organize activities.



**Let's work
together**



d.acquaviti@gmail.com



+34611413179

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