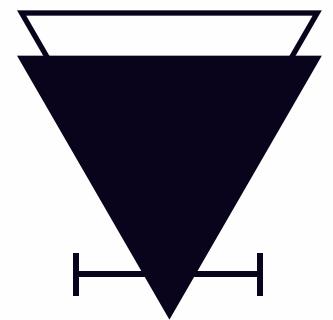


DESIDERIA ACQUAVITI

SENIOR PRODUCT DESIGNER





Senior Product Designer with +9 years experience based in Valencia (Spain)

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 process, 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

UX Writing
Certificate of Attendance
UXER School

How to conduct a usability test
Certificate of Attendance
Interaction Design Foundation

Google Activate
Certificate of Attendance
Google and IAB Spain

Workshop UI/UX
Certificate of Attendance
Talent Garden Poste Italiane Roma

Google “Eccellenze per digitale”
Certificate of Attendance
Google and IAB Europe

1° Prize Big Hack Open Data
App + Community Social
Maker Faire Hack '15

Master in Web Design
Design App IED ROMA
IED, Rome (IT)

Academic Degree in Design
Final Mark 108/110 ABA, Rome (IT)

2023

2022

2021

2020

2019

2018

2017

2016

2015

2014

2013

EXPERIENCE

Senior Product Designer
2023-present
Indra, Remote

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

Senior 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)

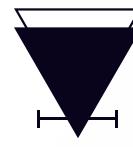
UI/UX Web Designer
2017-2018
Gruppo Roncaglia, Rome (IT)

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

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

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

1987



PROCESS*

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.

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

Template

Save Export

Full time tracking

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	+6h 10m
Benoit Leclerc	16h 45m	165h 30m	-2h
Ruben Rosser	5h 30m	85h 38m	+5h 31m
Lindsey Mango	127h 0m	5h 30m	+42h 27m
Adison Philips	233h 15m	58h 30m	-33m
Lindsey Stanton	130h 25m	64h 33m	-8h 30m
Jordyn Press	40h 10m	165h 30m	+7h
Carla Calzoni	91h 40m	89h 30m	-6h 38m
Nolan Rhiel Madsen	153h 0m	130h 25m	+12h 15m
Charlie Rhiel Madsen	10h 30m	55h 30m	+17h 30m
Martin Gore	10h 30m	55h 30m	+17h 30m

 **CHALLENGE****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.

GOAL

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.



▲ STRATEGY

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.

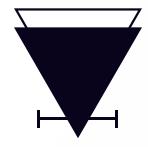
The plan was to design what would be the future implementation of the functionality and then divide it into various steps, progressing from the current design to the final version by **making gradual improvements** to the project on the existing platform.

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.

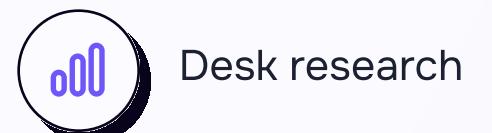




► RESEARCH

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



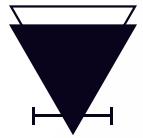
User journey mapping



Usability test

TOOLS





SOLUTION

How might we streamline the export system?

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.

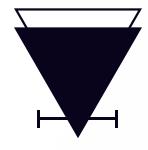
We developed this by offering **pre-configured templates based on the frequently collected and most used** data by our clients in active markets.

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.

IMPACT

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

factorial

October 2022

Pending 2 Approved 1

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

3 items

DASHBOARD

Save Export

Template

Select one between the default and start customize it.

Active employees (Most popular)

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

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

Refresh Full time tracking

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	+6h 10m
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Carla Calzoni	91h 40m	89h 30m	-6h 38m
Nolan Rhiel Madsen	153h 0m	130h 25m	+12h 15m
Charlie Rhiel Madsen	10h 30m	55h 30m	+17h 30m

TEMPLATE CREATION

Save Export

Template

Company fields Add information of you company

Company name Factorial

Number of employees 1000

Country Spain

Preview

Start your export

Select a template or start from a blank one.

COMPANY PAGE

Save Export

Template

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

Preview

Start your export

Select a template or start from a blank one.

CUSTOM FIELDS

NEXT →



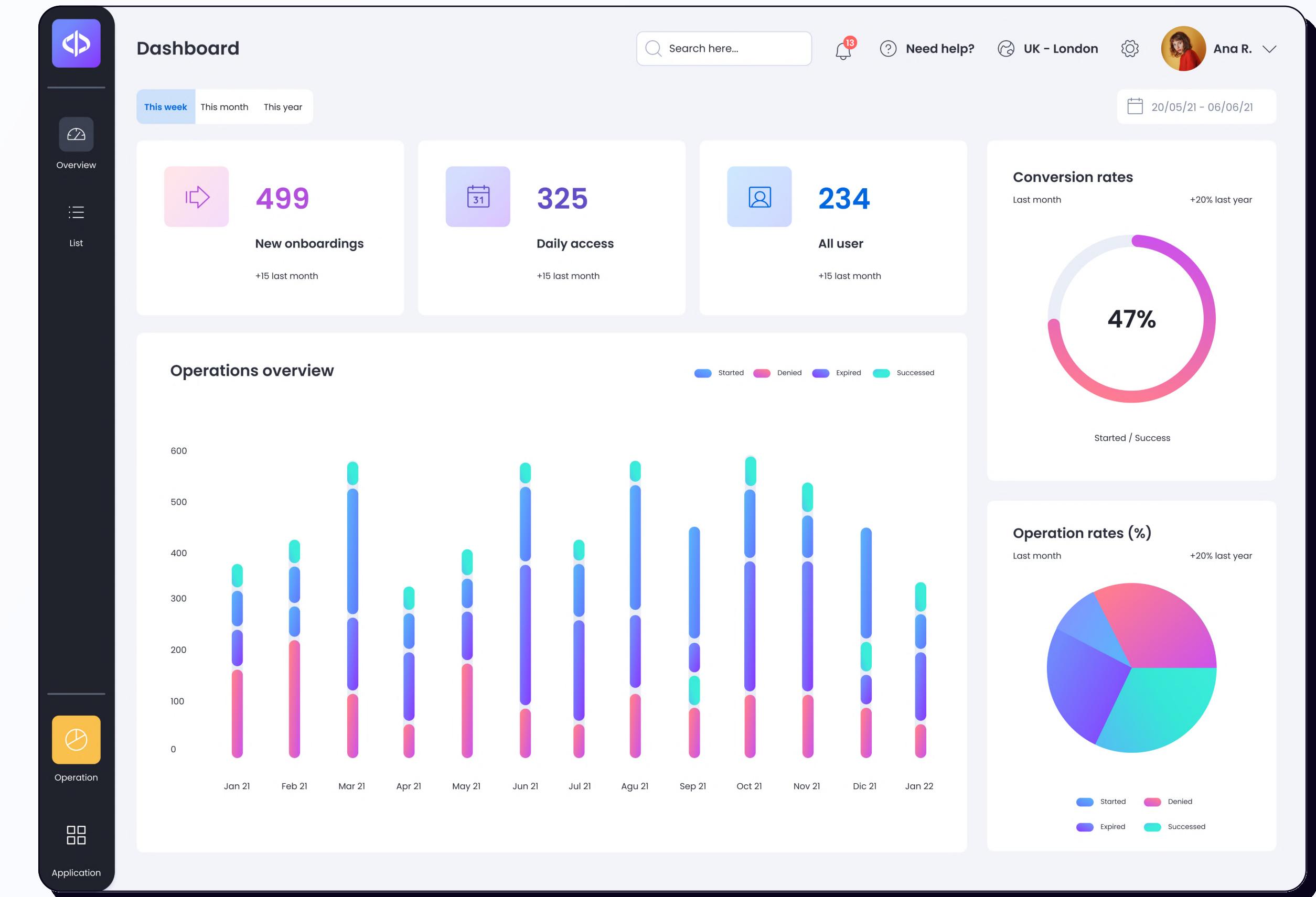
SAAS BIOMETRY

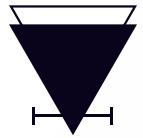
#2 ID PLATFORM

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 . 2021



 **CHALLENGE**

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.

 **GOAL**

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**.



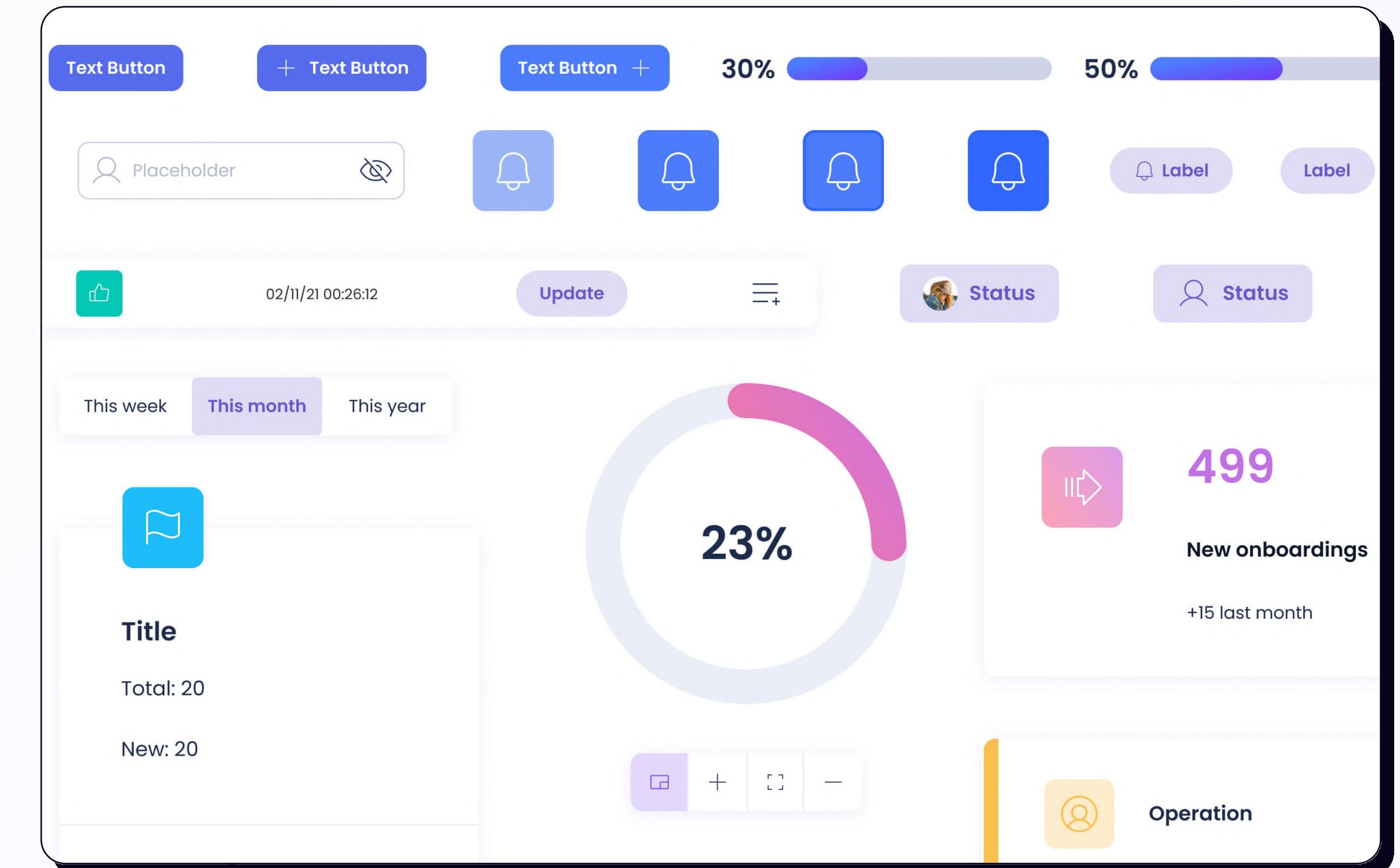
▲ STRATEGY

Market Positioning

We decided to **change our business model** and revenue stream, transitioning from a provider of biometric widgets to a **SaaS business model** 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**.





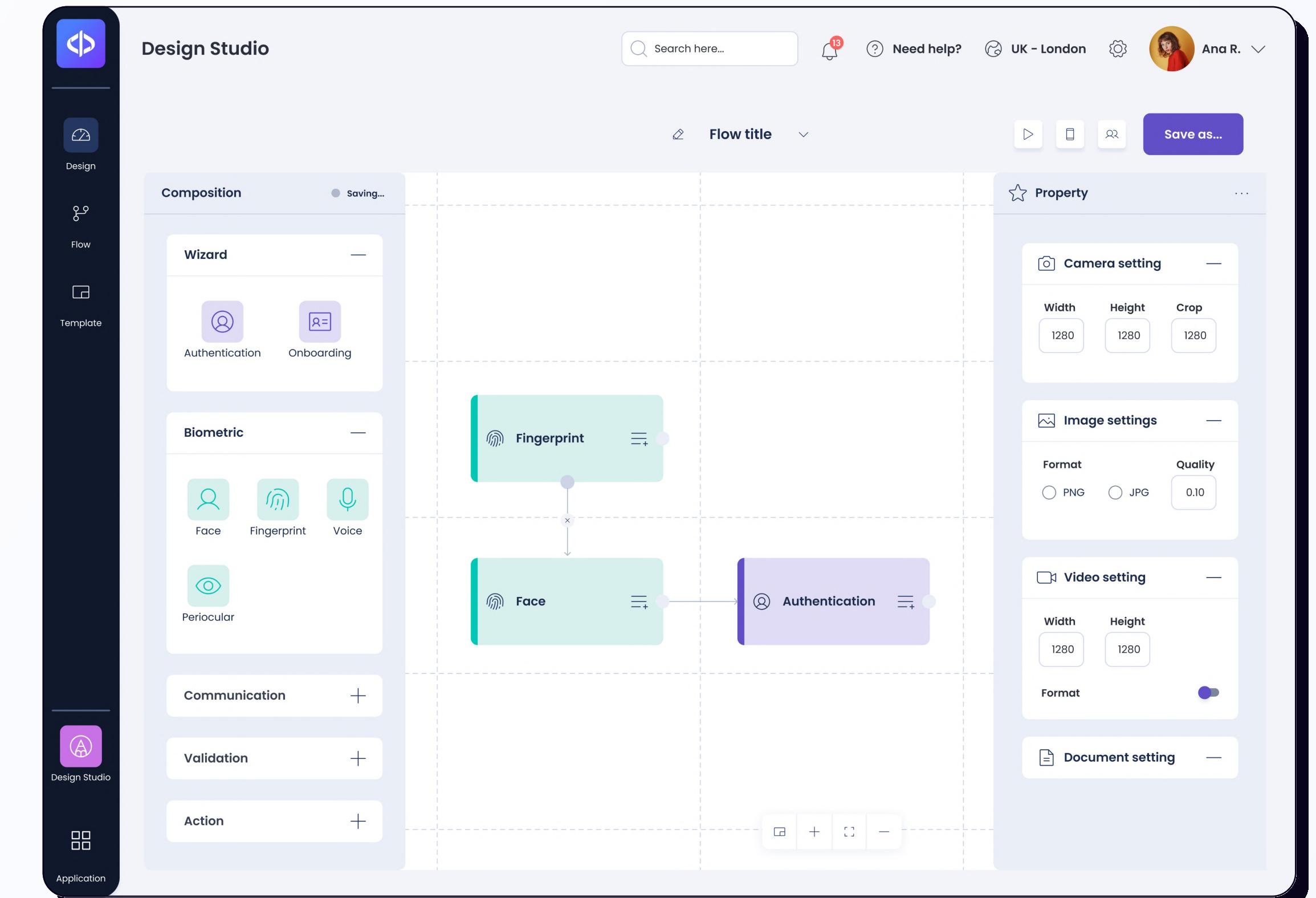
2 ID PLATFORM

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 adopted by the company to ensure a consistent image for all digital products.





► RESEARCH

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.

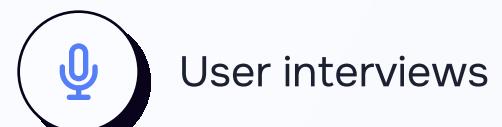
METHODOLOGY



Desk research



Information Architecture



Usability test



TOOLS





SOLUTION

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.

IMPACT

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

Welcome

Search here...

13

Need help? Default Settings

Omar A.

Welcome Desideria,
discover the news about our product and discover
new feature of Facephii.

Operations

608d74531e8f6 20.03 - 20.03 Welcome Pending >

608d74531e8f6 20.03 - 20.03 Welcome Pending >

View

Available in your plan

Operation
Review operation and check document details.
Contact us

UX metric
Metrics of the experience of the products.
Contact us

Video support
Start a video assistance and record them.
Contact us

Antifraud
Add an operation to a banned list with parameters.
Contact us

Design studio
Create flow and previews.
Contact us

Privacy
Check the privacy settings.
Contact us

WELCOME PAGE

The dashboard features a dark-themed header with a logo, search bar, notifications, and help links. The main area includes a user profile section with a photo and greeting, an 'Operations' card showing a 73% completion rate and success status, a 'Design studio' card with biometric flow details, and an 'Ux metrics' card displaying a donut chart and browser usage statistics.

Welcome

Good morning,
Desideria

desi@facephi.com

Admin

View

Operations

73%

Started / Success +20%

Design studio

Biometric flow
Modified by Alex Gone
20.03.22

Ux metrics

Safari: 25%, Chrome: 35%, Opera: 40%

+20%

Widgets

608d74531e8f6

Welcome

20.03 - 20.03

Pending

Apply

WIDGETS

OPERATION

The screenshot displays a user interface for document management, specifically for sorting passports. The top navigation bar includes a back arrow, the title "Sorting detail", a search bar with placeholder "Search here...", a notification icon with 13 notifications, a "Need help?" link, a "UK - London" location indicator, a gear settings icon, and a user profile for "Ana R.".

The main content area shows three identical document cards, each representing a "Passport 3". Each card contains a placeholder photo of a person with dark hair and a blue shirt, followed by four empty rectangular fields for document details. Below each card is a form group with three fields: "Document type" (set to "Passport"), "Country" (set to "Italy"), and "Year" (set to "1987").

On the left side of the screen, there is a vertical sidebar with icons for "List" (document icon), "AI" (brain icon), and "Application" (grid icon). On the right side, there is a purple button labeled "Sort documents".

AI



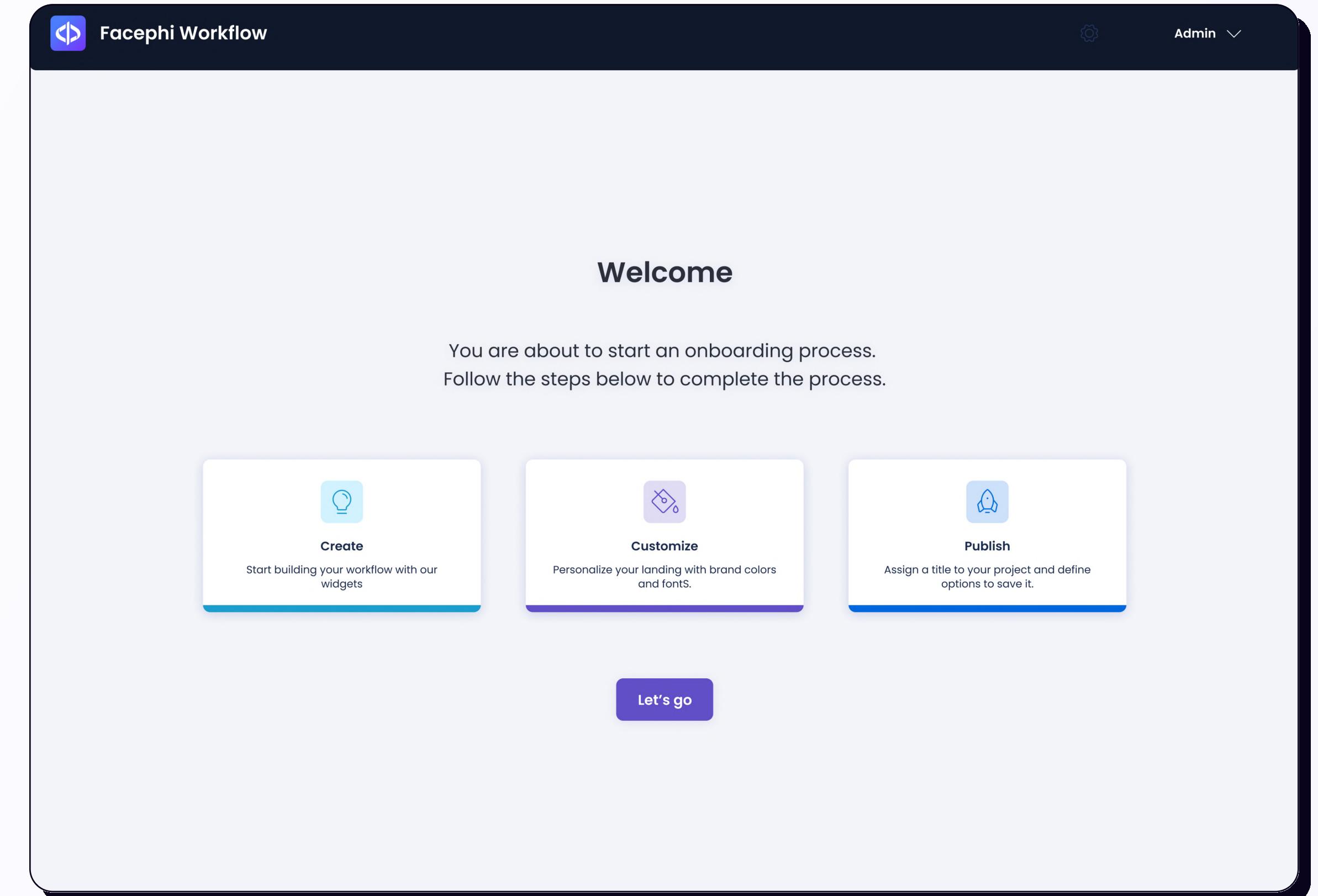
N E X T →

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 . 2022





3 B U I L D E R

CHALLENGE

Automatize process and streamline manual 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.

GOAL

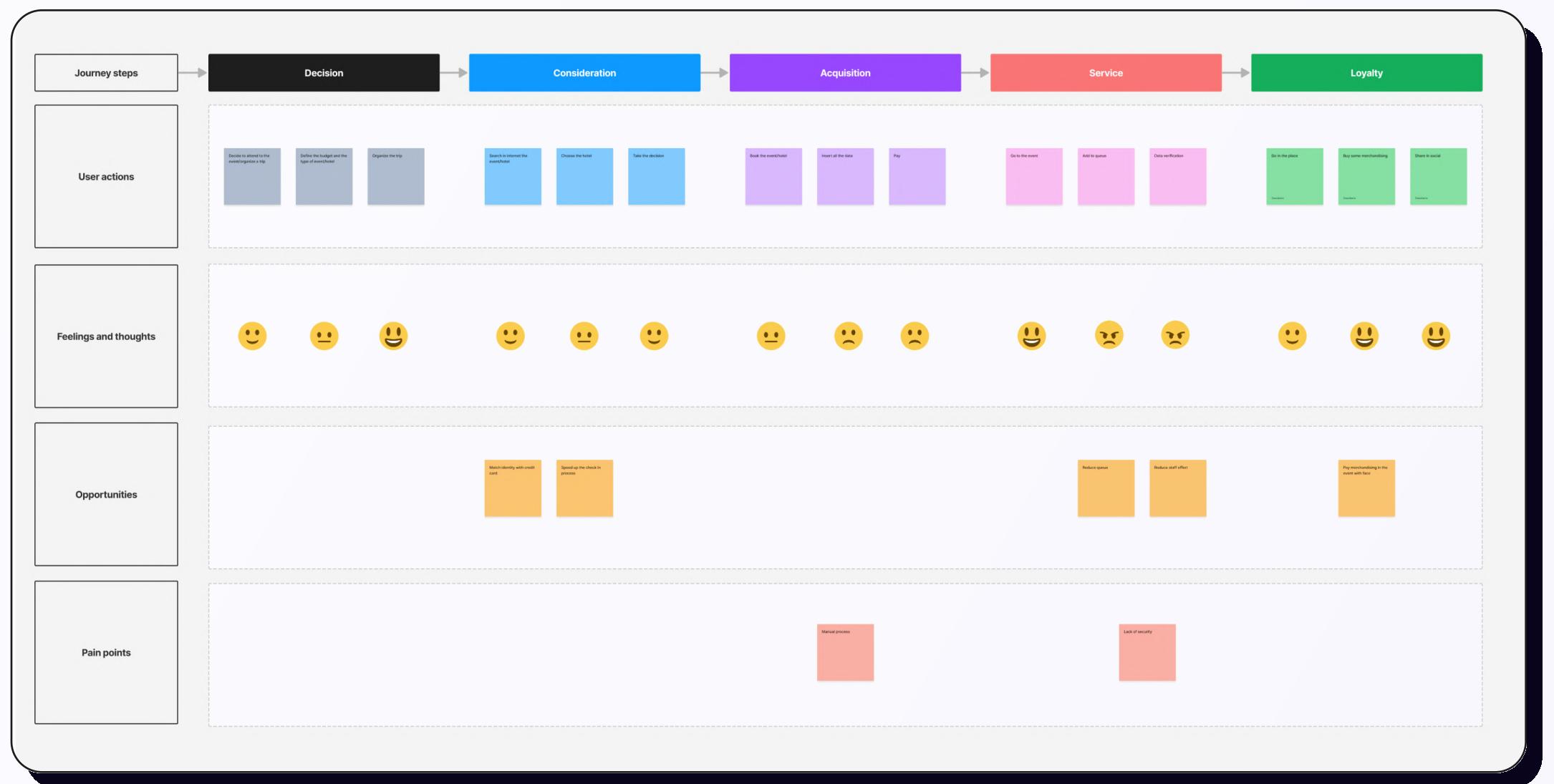
Provide a easy-to-use solution

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.



▲ STRATEGY

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.





► RESEARCH

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.

METHODOLOGY



Desk research



Surveys



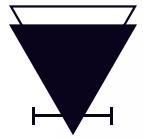
User interviews



Usability test

TOOLS





3 B U I L D E R

SOLUTION

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:

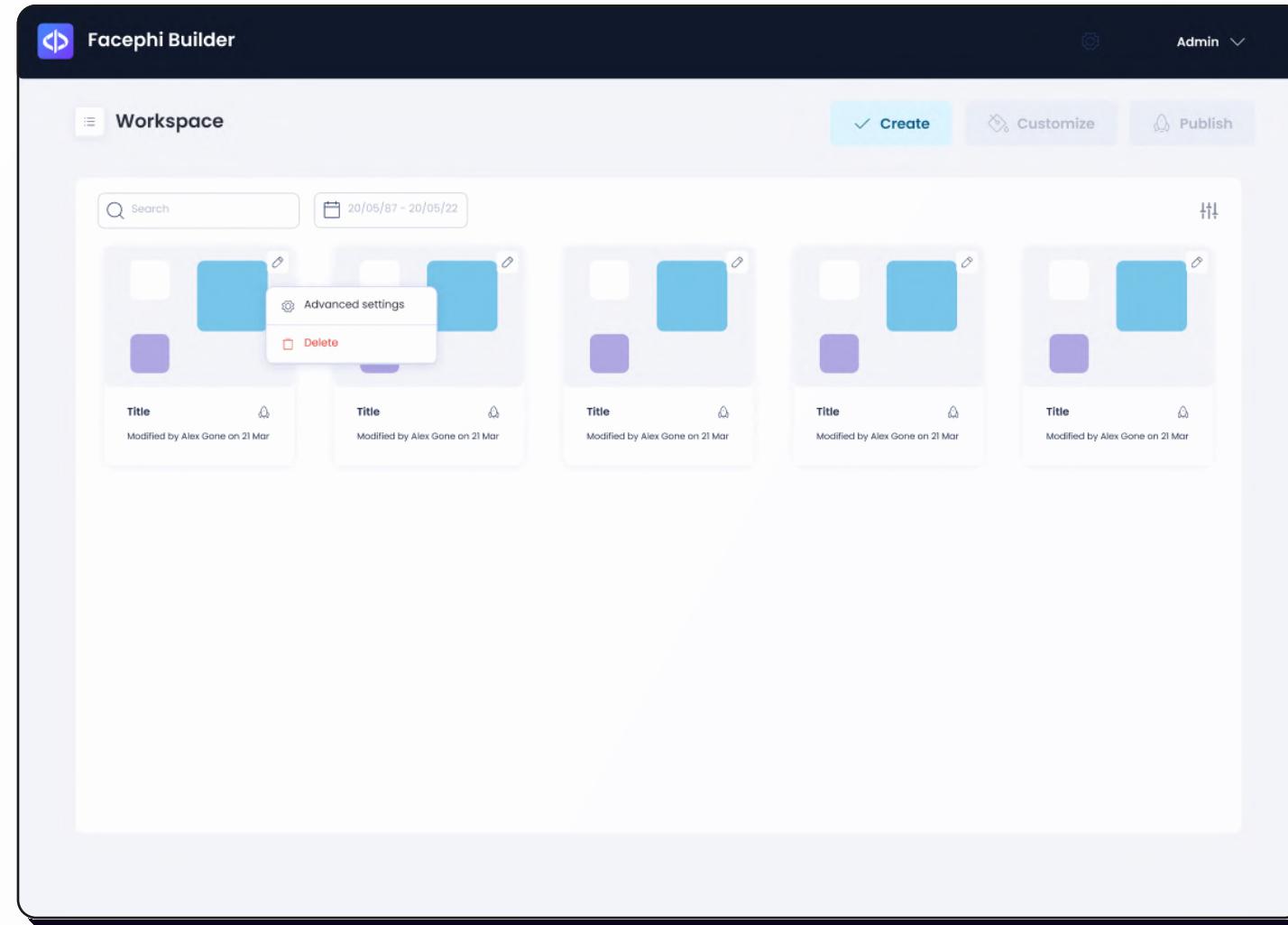
1. **Create.** User could choose from a existing template or create a new one
2. **Customize.** user can brand color and choose font and size to personalize it
3. **Publish.** Select or add url and publish it within their websites.

IMPACT

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.

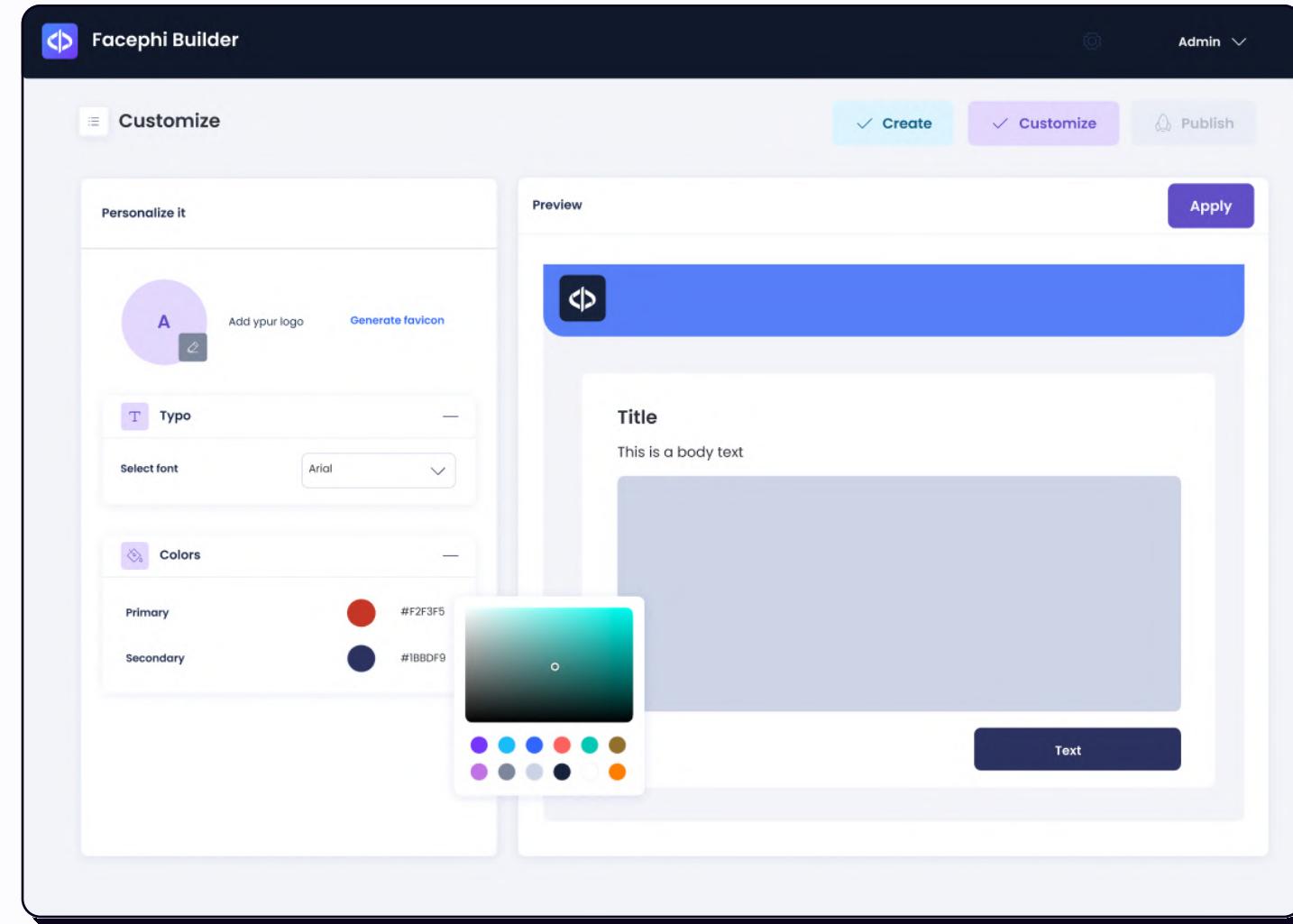


3 BUILDER



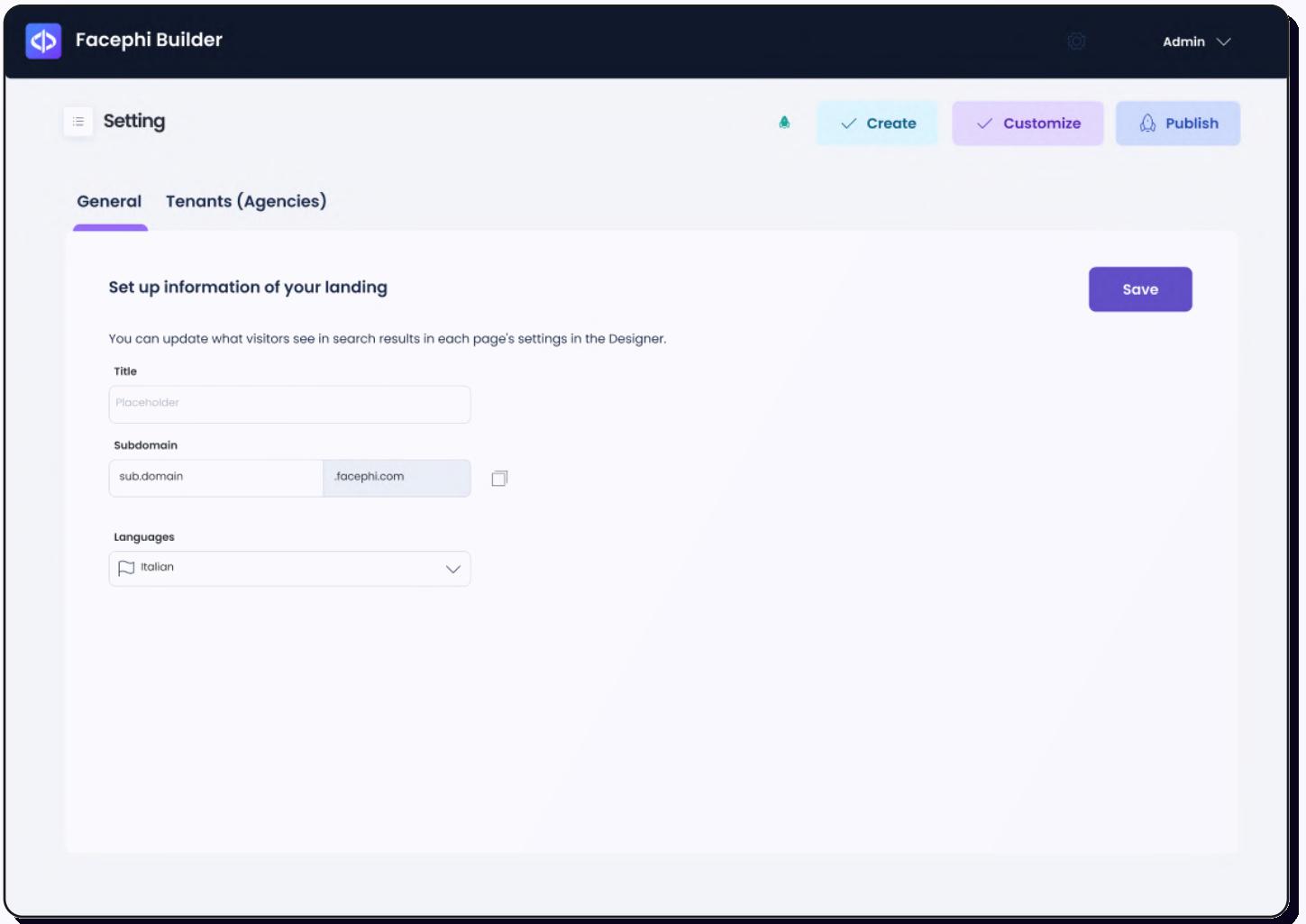
1. CREATE

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.



VALUES

EFFECTIVE AND FAST

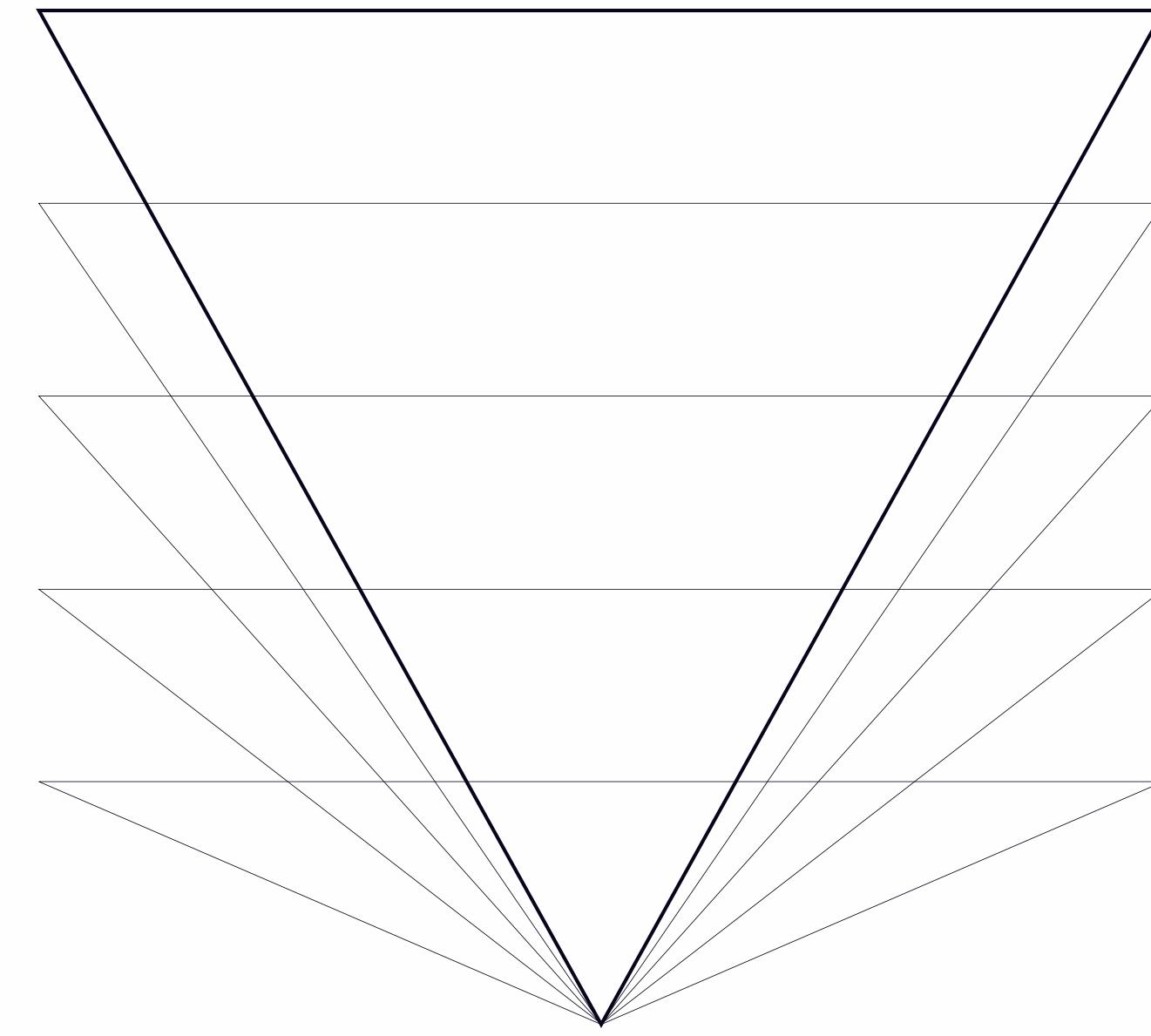
The aim of my work is always to understand the user and uncover their needs when they experience the product or service. **I always start with a Why.**

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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