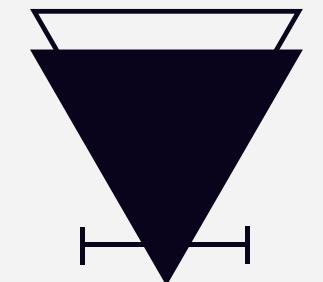


DESIDERIA ACQUAVITI

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

2014

2013

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)

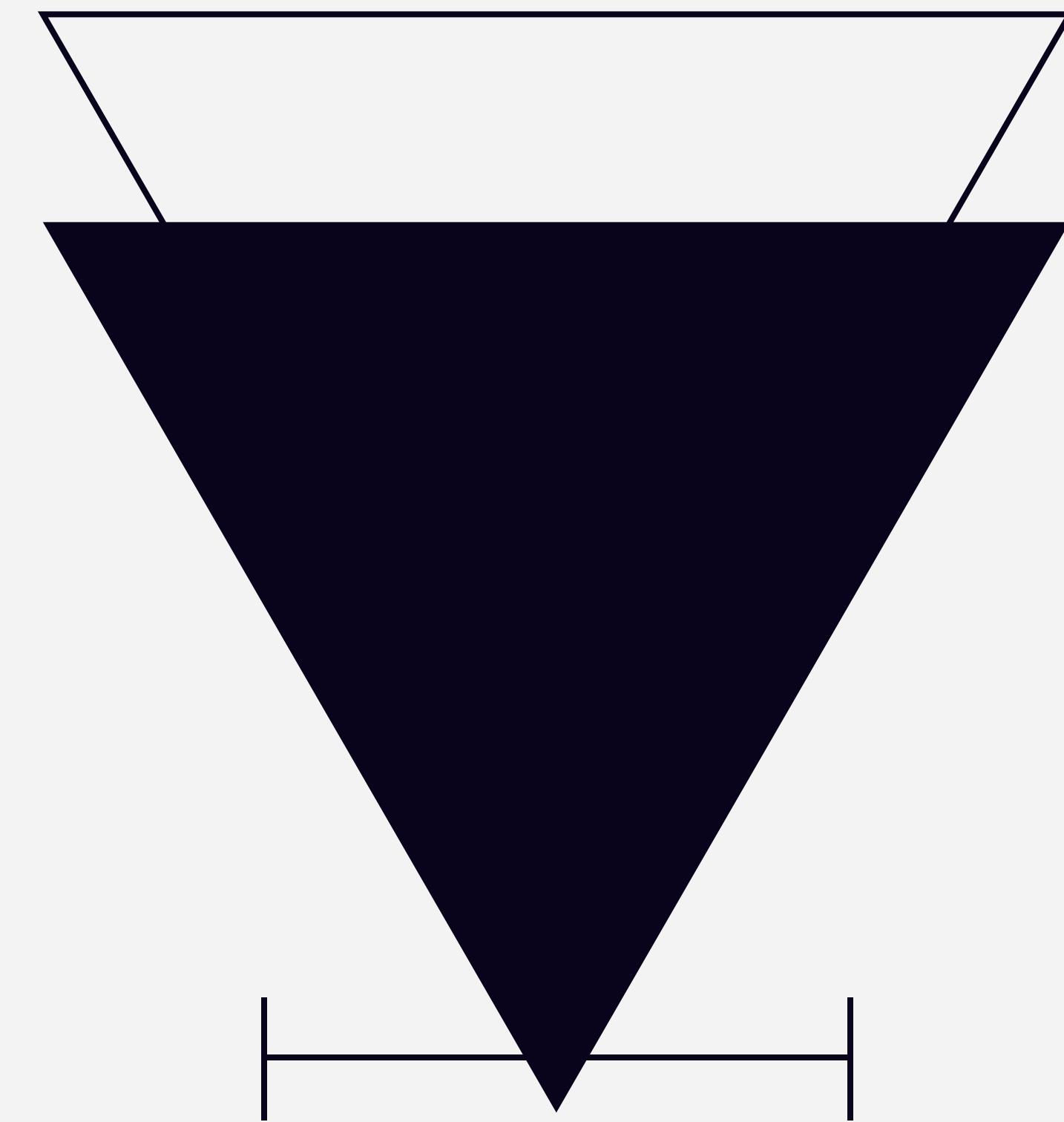
Web Designer UI/UX
2016-2017
Bepop, Rome (IT)

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

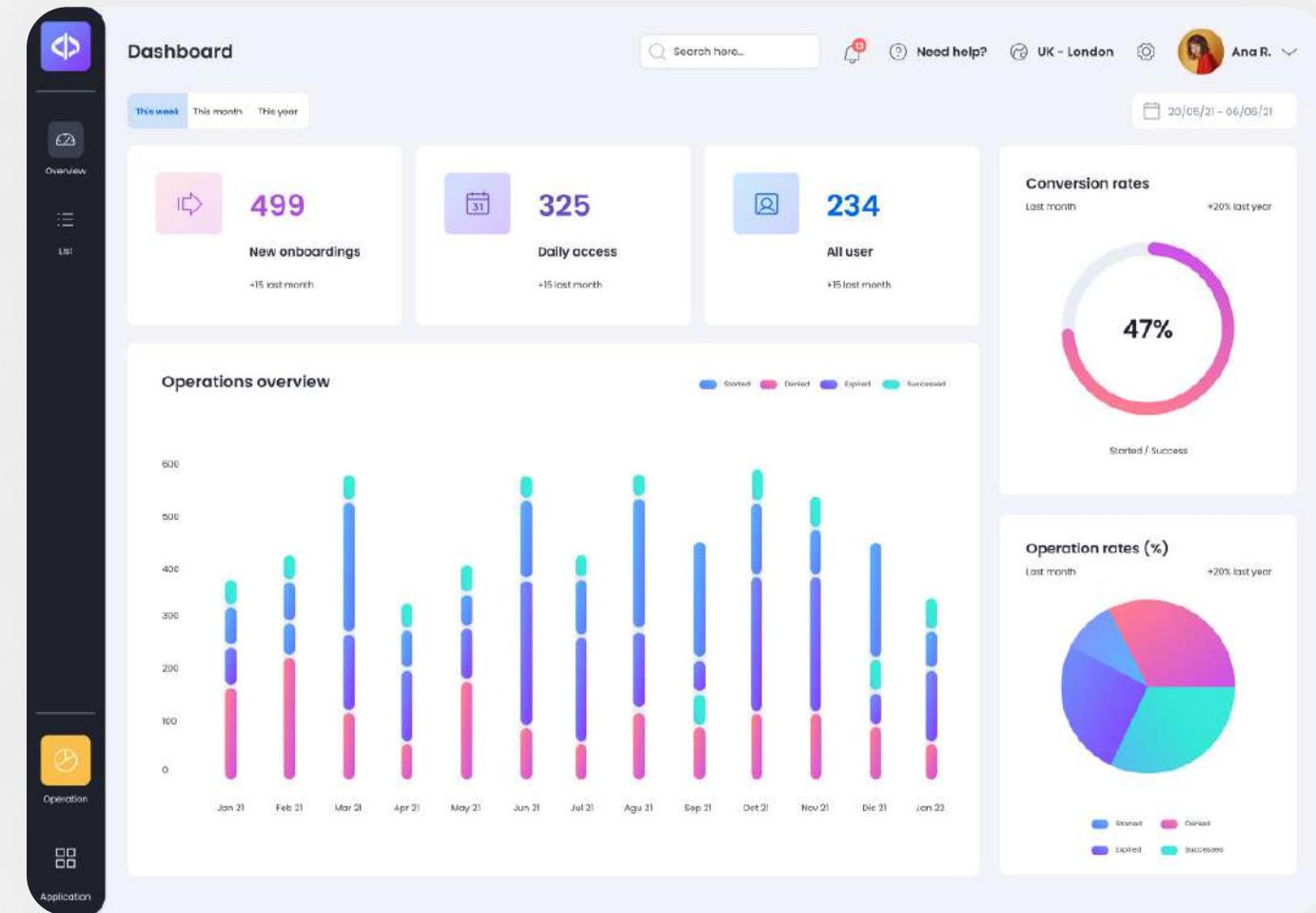
Deliver a product doesn't mean that job is done. Measure performances and turn it in idea.

*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' section of the Facephi Export System. It includes a sidebar with 'Template', 'Company fields', 'Fields', and 'Title'. The main area displays three template options: 'Active employees' (selected), 'New template', and 'Active employees' again. Each template has a brief description and a preview table. The preview table for the selected template shows columns for Name, Surname, Extra hours, Work holidays, and Total hours, listing 15 employees with their respective data.



This screenshot shows the Facephi Builder workspace. It has a top navigation bar with 'Admin' and a search bar. The main area is titled 'Workspace' and contains four workflow components arranged in a grid. Each component has a title and a 'Delete' button. A modal window is open over the second component, 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

factorial

Apps

YOU

- Dashboard
- Me
- Time off
- Clock in
- My documents
- Tasks

YOUR COMPANY

- Employees
- Calendar
- Time tracking
- Reports
- Payroll
- Documents
- Company

Mike H.

October 2022

Monthly Semimonthly Weekly Daily

Pending 2 Approved 1

These timesheets have been approved and can't be edited

Filter Search

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



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.

METHODOLOGY



Desk research



Prototyping



User journey mapping



Usability test

TOOLS





#1 EXPORT SYSTEM

HOW MIGHT WE STREAMLINE THE PROCESS?

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, or **directly download** them with a quick action. After modifying the templates, users can save a **new version or create a completely new one**.

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.

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.

The image displays three wireframe prototypes of a software interface for an export system, arranged diagonally from top-right to bottom-left. The top-right prototype shows a table of employee data with columns for Name Surname, Extra hours, Work holidays, and Total hours. The top-left prototype shows a 'Template' selection screen with options for 'Active employees' (most popular), 'New template', and 'Company fields'. The bottom-left prototype shows a 'Fields' configuration screen with sections for 'Active employees', 'Pool of hours', 'Extra hours', 'Work holiday', and 'Overtime compensation', along with date range and export type filters.

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

New template
Create your template from the scratch

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

Preview

Save Export

Full time tracking

Company fields

Fields

Title



#2 ID PLATFORM

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**.

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

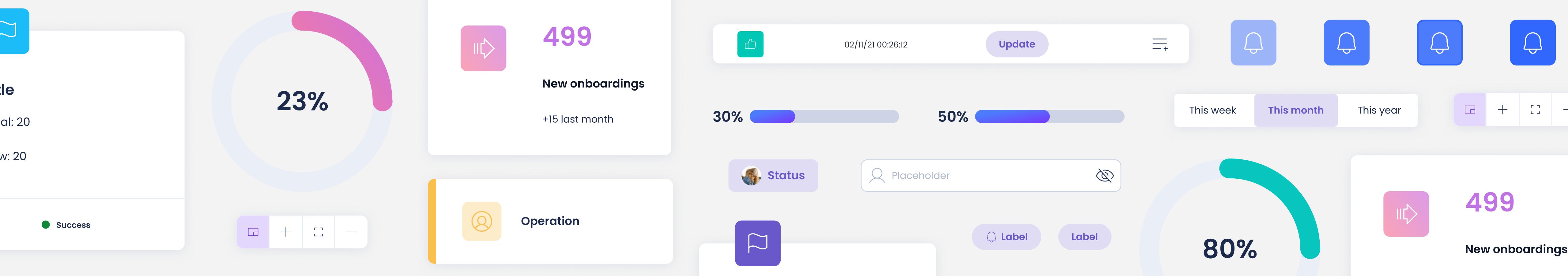
The strategy was to conceive a completely **new product, easy to use**, and with smooth navigation despite the complexity of the offered features. To achieve this goal, we began by **unifying the consistency with a design system**.

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.





#2 ID PLATFORM

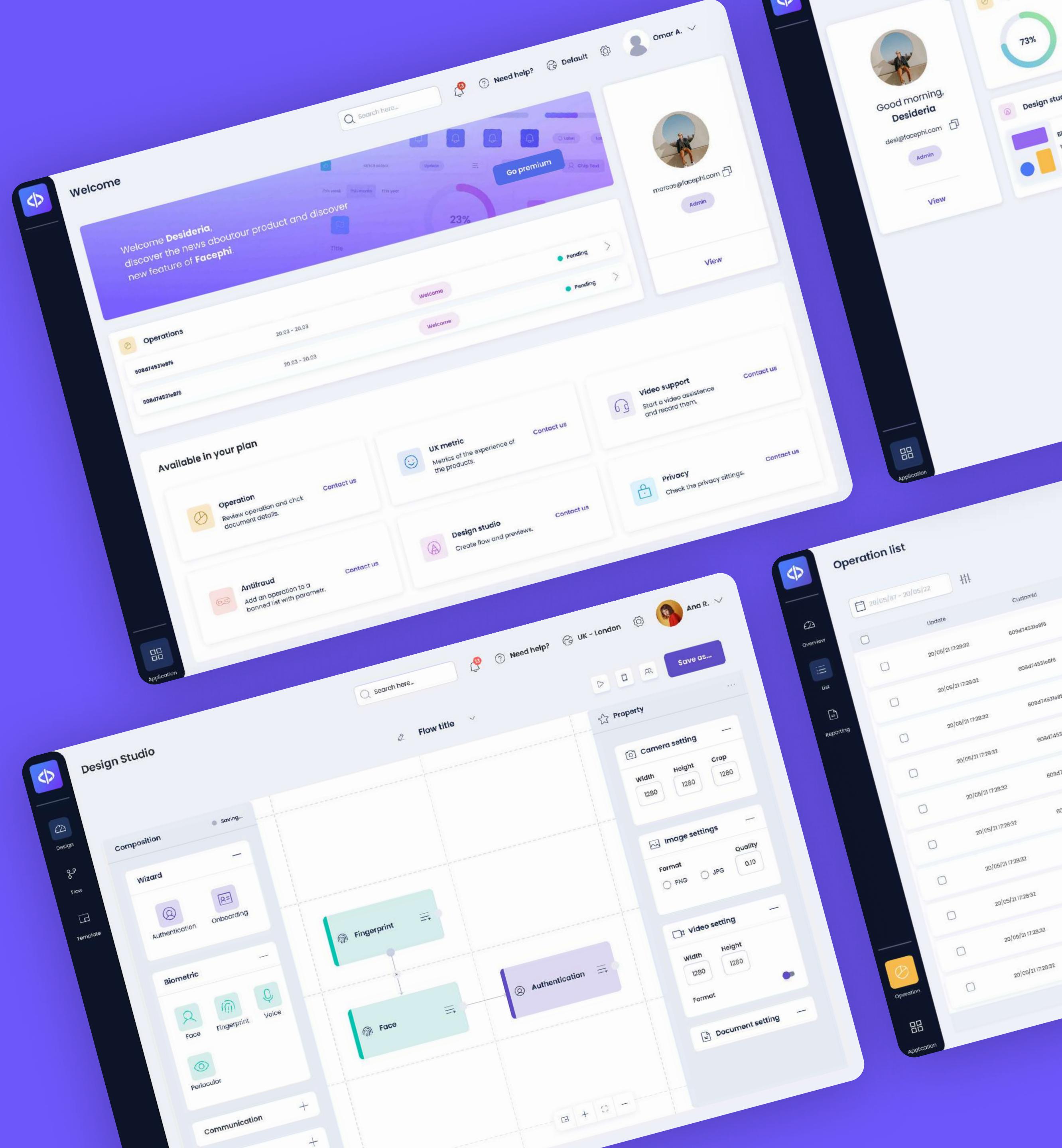
STORAGE AND DATA MEASUREMENT

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

#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



Welcome

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



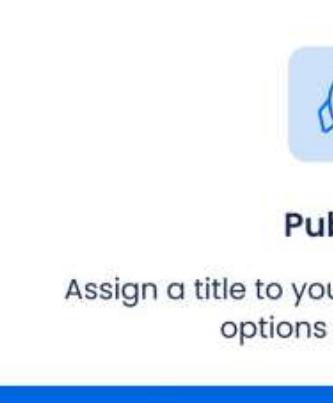
Create

Start building your workflow with our widgets



Customize

Personalize your landing with brand colors and fonts.



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

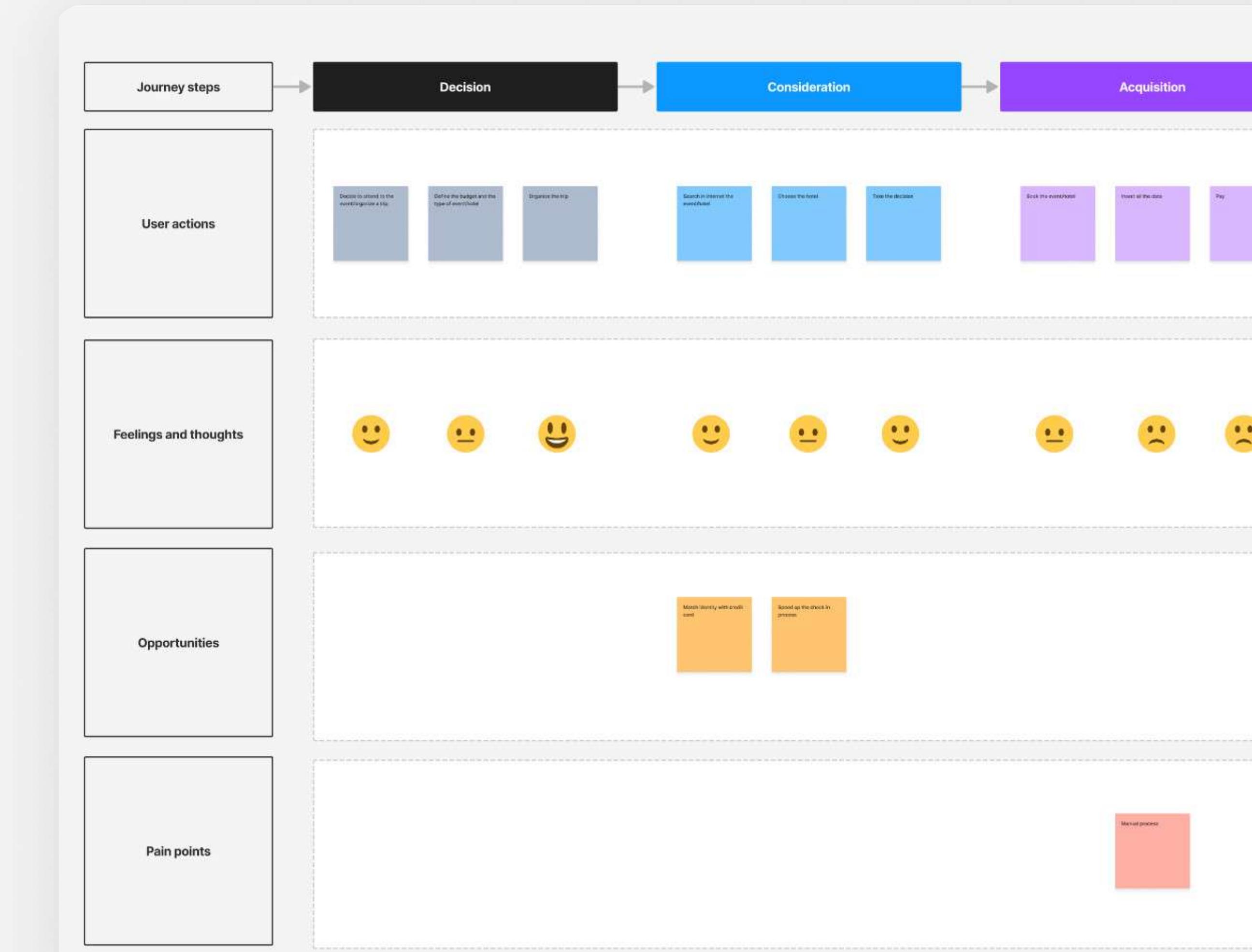
Millennials are likely to book holiday accommodation using a tech amenity such as mobile payments – which shows a clear demand for this type of technology among the largest cohort of today's tourists and travelers.

Contactless option

Consider it useful to avoid physical contact and improve security.

Low duration

Europeans that usually travel prefer 3-night breaks.





#3 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.

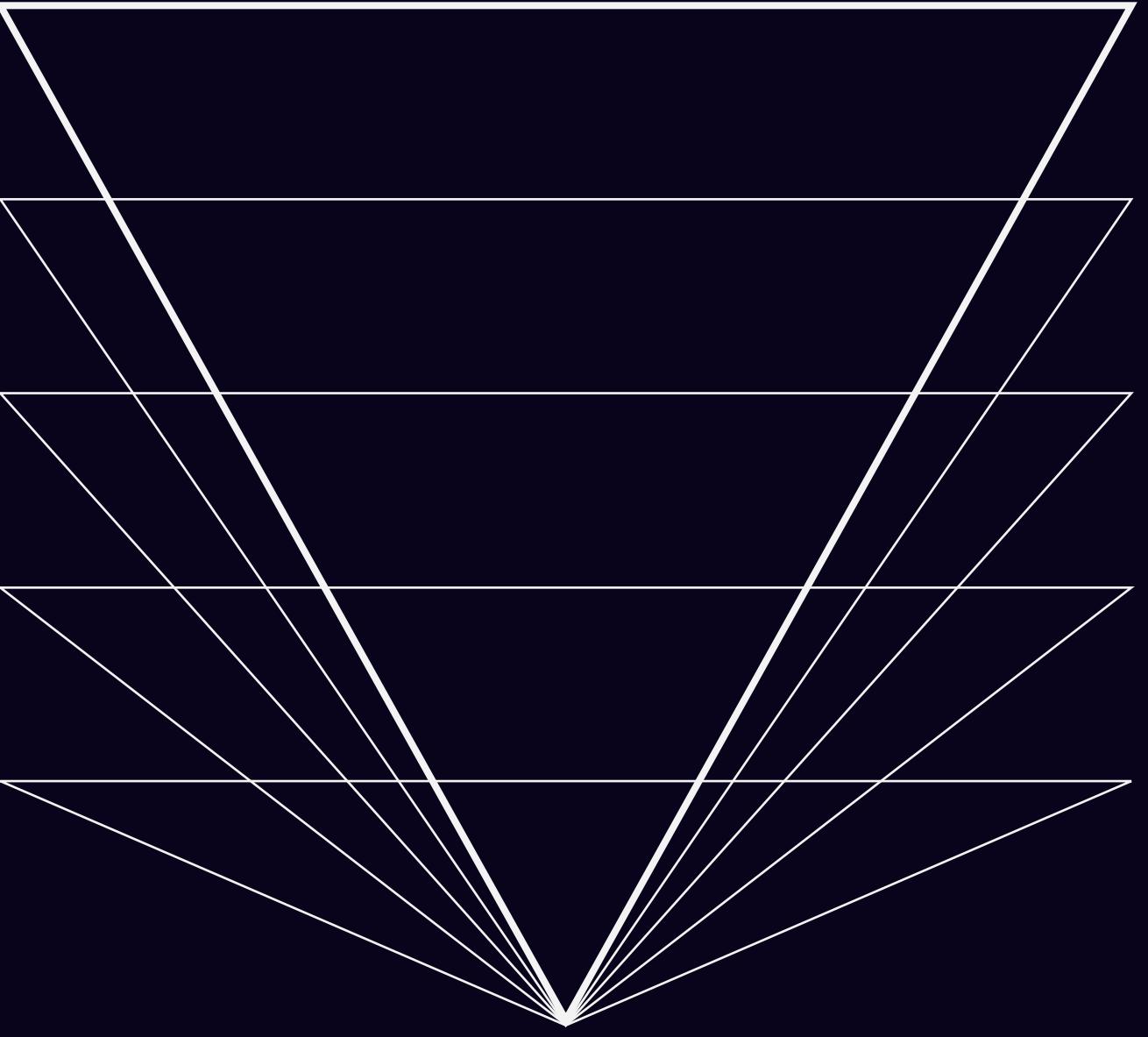
Composed by 3 simple steps:

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 strategic contract with some football clubs.

The image displays three screenshots of the Facephi Builder software interface, set against a blue background. The first screenshot shows the 'Customize' section with fields for 'Personalize it' (Add your logo, Generate favicon), 'Typo' (Select font: Arial), and 'Colors' (Primary: #F2F3F5, Secondary: #1BBD99). The second screenshot shows the 'Preview' section with a generated landing page featuring a title and body text. The third screenshot shows the 'Setting' section with tabs for 'General' and 'Tenants (Agencies)'. Under 'General', there are fields for 'Title' (Placeholder: facephi.com), 'Subdomain' (Placeholder: sub.domain), and 'Languages' (Italian). A note says: 'Set up information of your landing You can update what visitors see in search results in each page's settings in the designer.'



Let's work together



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