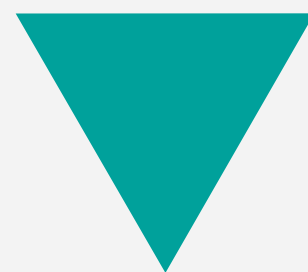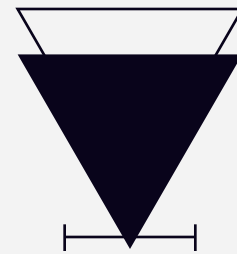# DESIDERIA ACQUAVITI

UI/UX PRODUCT DESIGNER
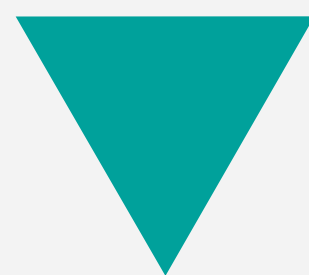
ABOUT ME

**UI/UX Product Designer
with +5 years experience
based in Valencía (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

Mobile Design
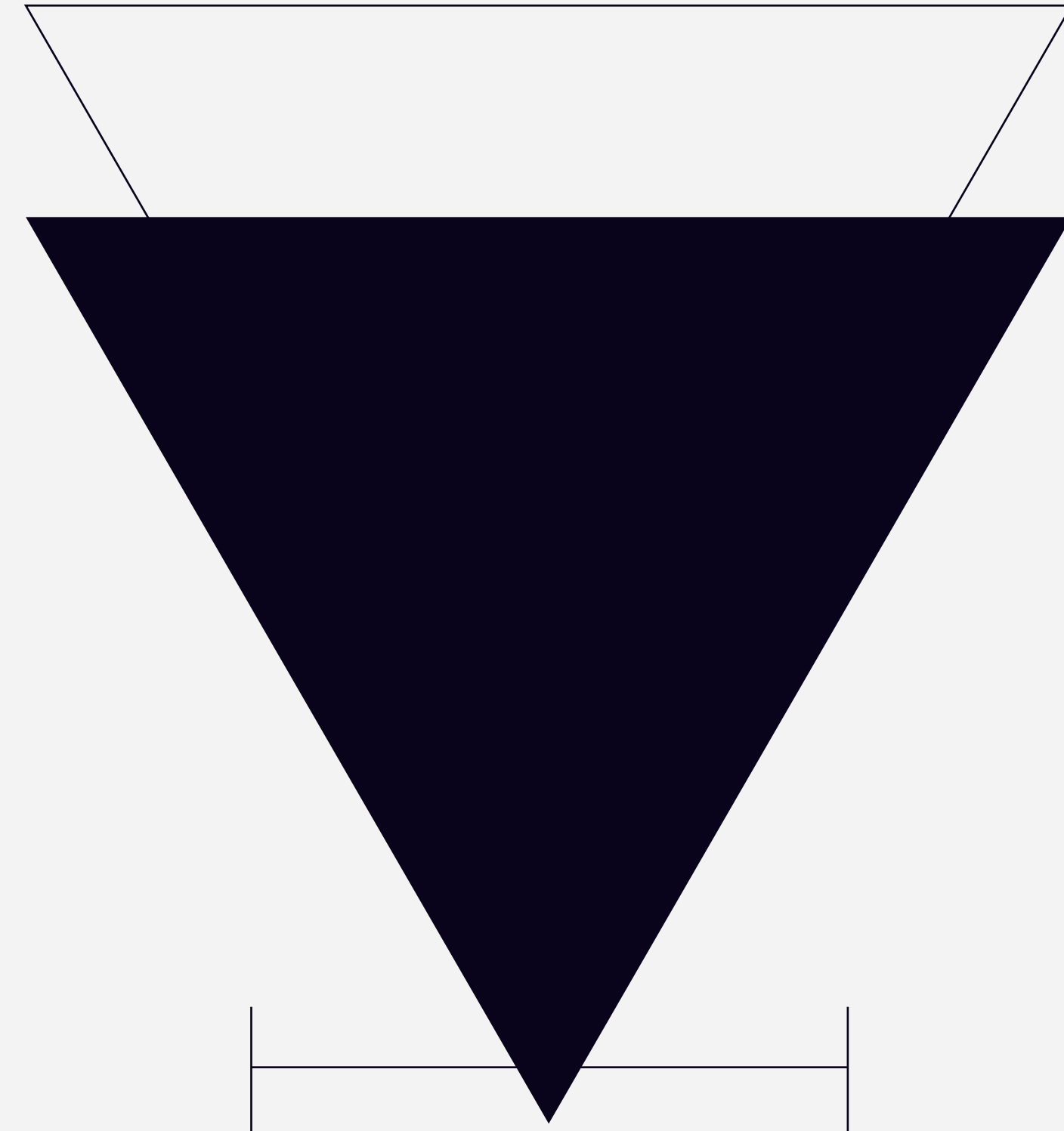
End-to-End Design Process

Wireframing & Prototyping

User Research

Web Design

Art direction

HTML & CSS (quite good)

EDUCATION

2020

Google Actívate
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

2016

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

2015

Master in Web Design
Development and Design APP IED ROMA
IED, Rome (IT)

2014

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

2013

1987

UI/UX Product Designer
2020- present
Sesame Time, Valencía (ES)

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

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

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

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

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

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

EXPERIENCE

Sesame Time App

SUMMARY

I led the user experience and interface design.

ROLE Product Designer **CLIENT** Artvisual **YEAR** 2020

GOAL

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

PROPOSAL

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.
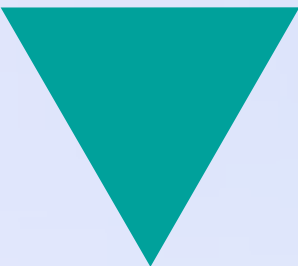
RESEARCH METHOD

Market research analysis

Information Architecture

Prototyping

TOOLS

Cecotec e-commerce
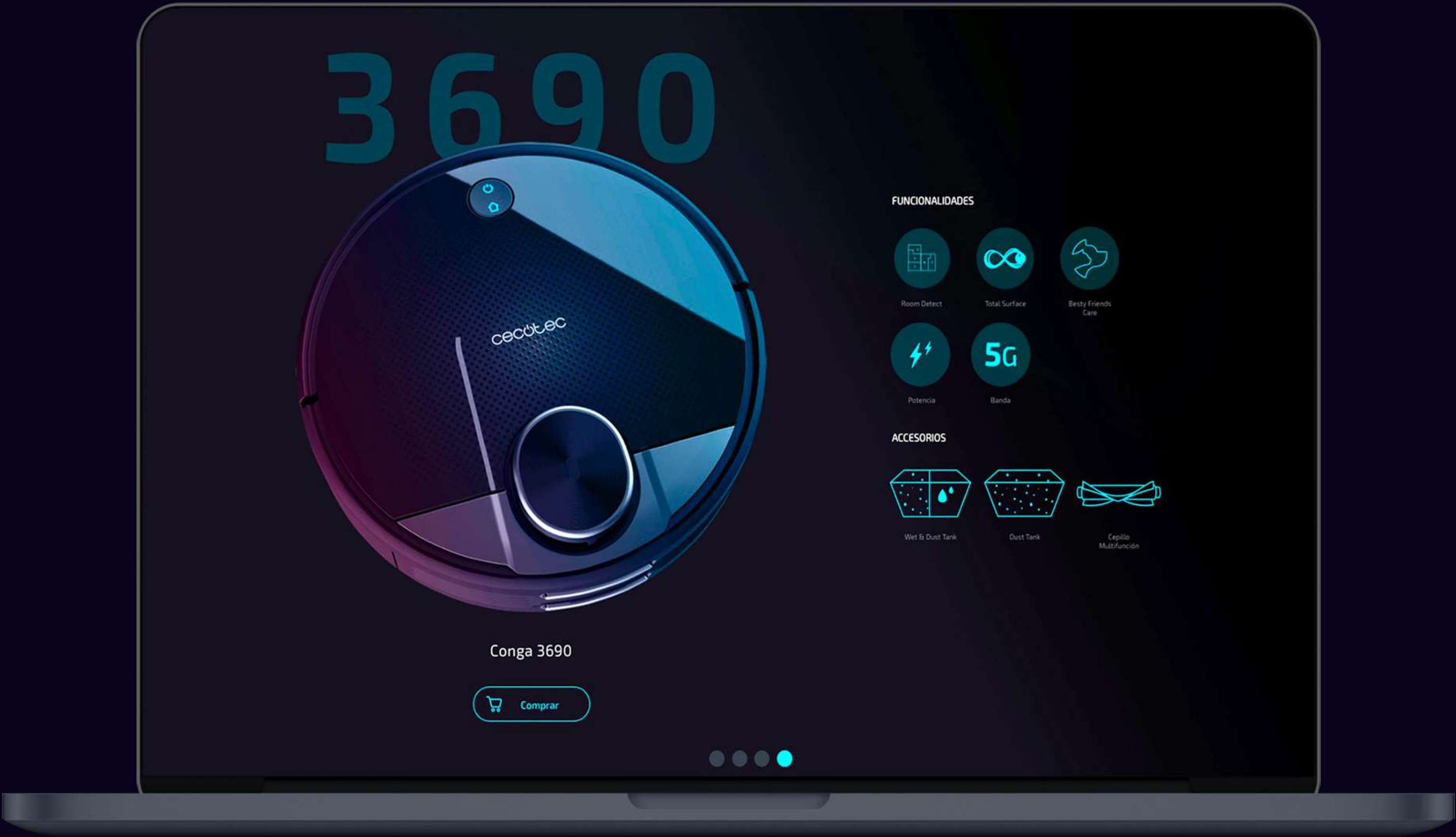

SUMMARY

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

ROLE   UX Designer   **CLIENT**   Cecotec   **YEAR**   2019
UI Designer
Art Direction

GOALS

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.

PROPOSAL

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.
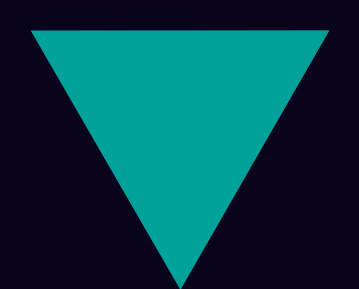
RESEARCH METHOD

Market research analysis

Information architecture

Prototyping

TOOLS

Error

Sign in

Search bar

Category Page

Login

Sign up

Homepage

Product page

Success

Purchase Process

My Orders

My Addresses

My Credit Cards

Pop up – Add to chart
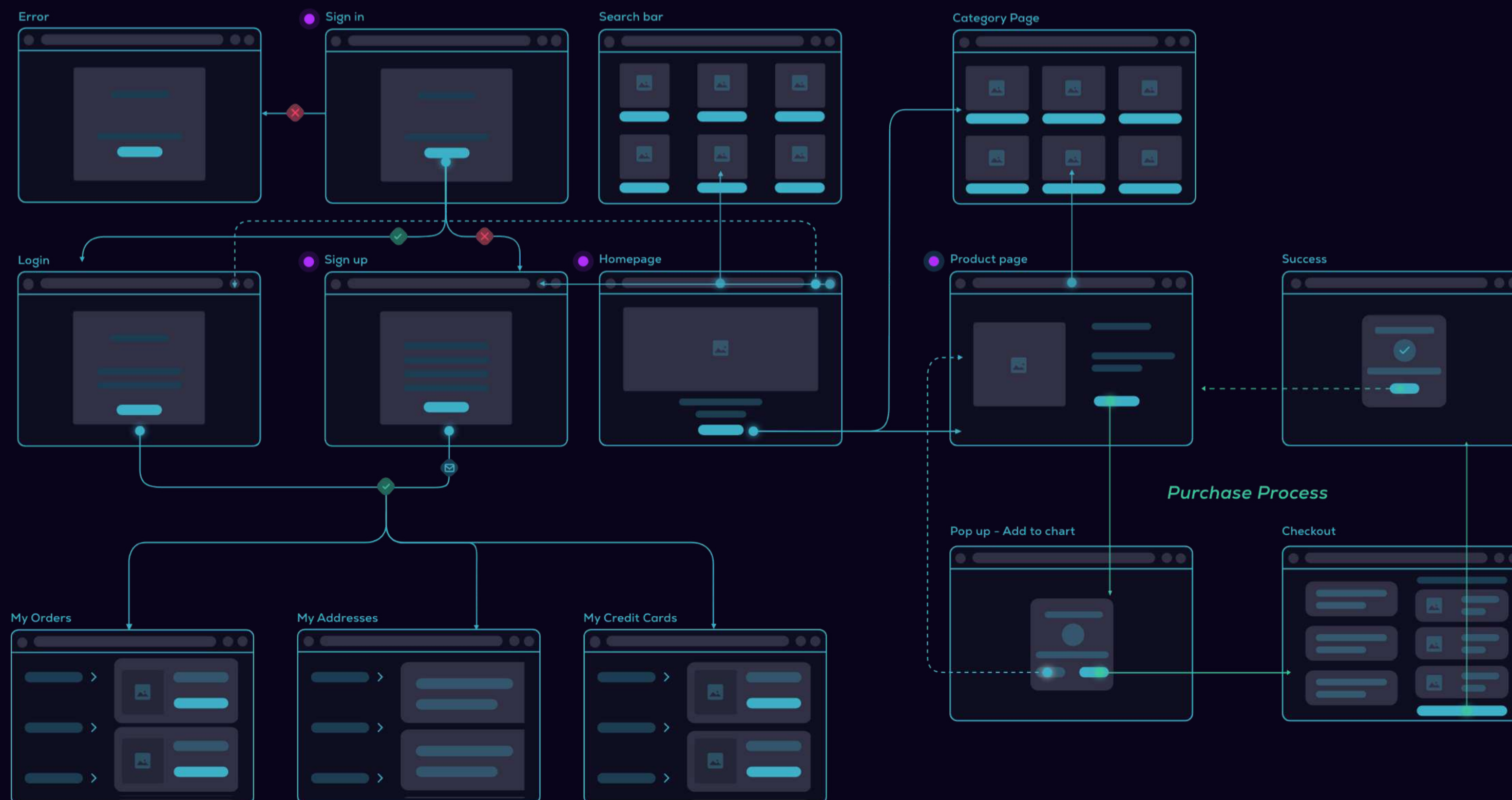
Checkout

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...).

Dirección de envio

Nombre
Apellido

Calle
Población

Provincia
Text here..
Codigo postal

Pais
Telefono

Envio

Envío exprés — ¡Gratis!
Tiempo de entrega 24-72 horas, salvo productos con fecha estimada. El más barato y rápido

Entrega dentro de casa — 49,90 €
(Fitness y Descanso)
Tiempo de entrega: No incluye montaje. Impuestos inc.

Pago

Pagar con Tarjeta

Financiación a 3, 4 o 6 meses.
¡Rápido, ahora a 3 SIN intereses!

Contra rembolso

Nombre del titular

VISA

Numero tarjeta de credito
Fecha de caducidad
CVV

RESUMEN — 2

Mambo
Negro
199,90€
999,90€(unidad)
10

Fecha de entrega estimada: 24/04/19

Cupon 02345467
Valido desde 13/04/19 hasta 21/04/19
Descuento 10%

Codigo cupones
AÑADIR

También te puede interesar

Forcetitanium
199,90€
COMPRAR

Gastos de envío — 0€

Total compra — 2.043€

FINALIZA PEDIDO

RESUMEN — 2

Mambo
Negro
199,90€
10

Cupon 02345467
Valido desde 13/04/19 hasta 21/04/19
Descuento 10%

Codigo cupones

AÑADIR

También te puede interesar

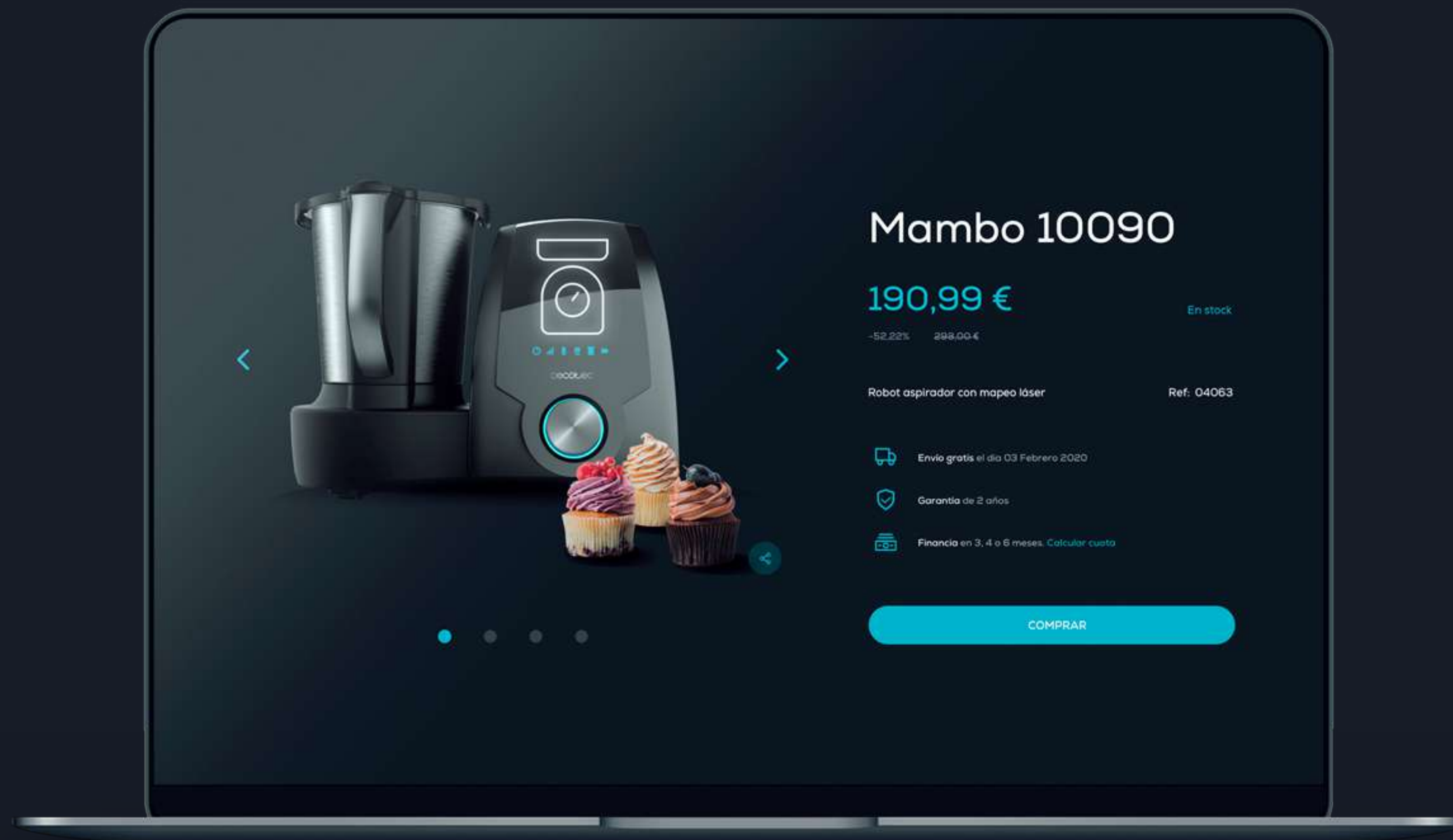Forcetitanium
199,90€

Gastos de envío — 0€

Total compra — 2.043€

FINALIZA PEDIDO

UI INTERFACE

Shopping chart

Responsive design of the shopping chart.

Mambo 10090

190,99 €

En stock

-52.22%   298.00 €

Robot aspirador con mapeo láser   Ref: 04063

Envío gratis el día 03 Febrero 2020

Garantía de 2 años
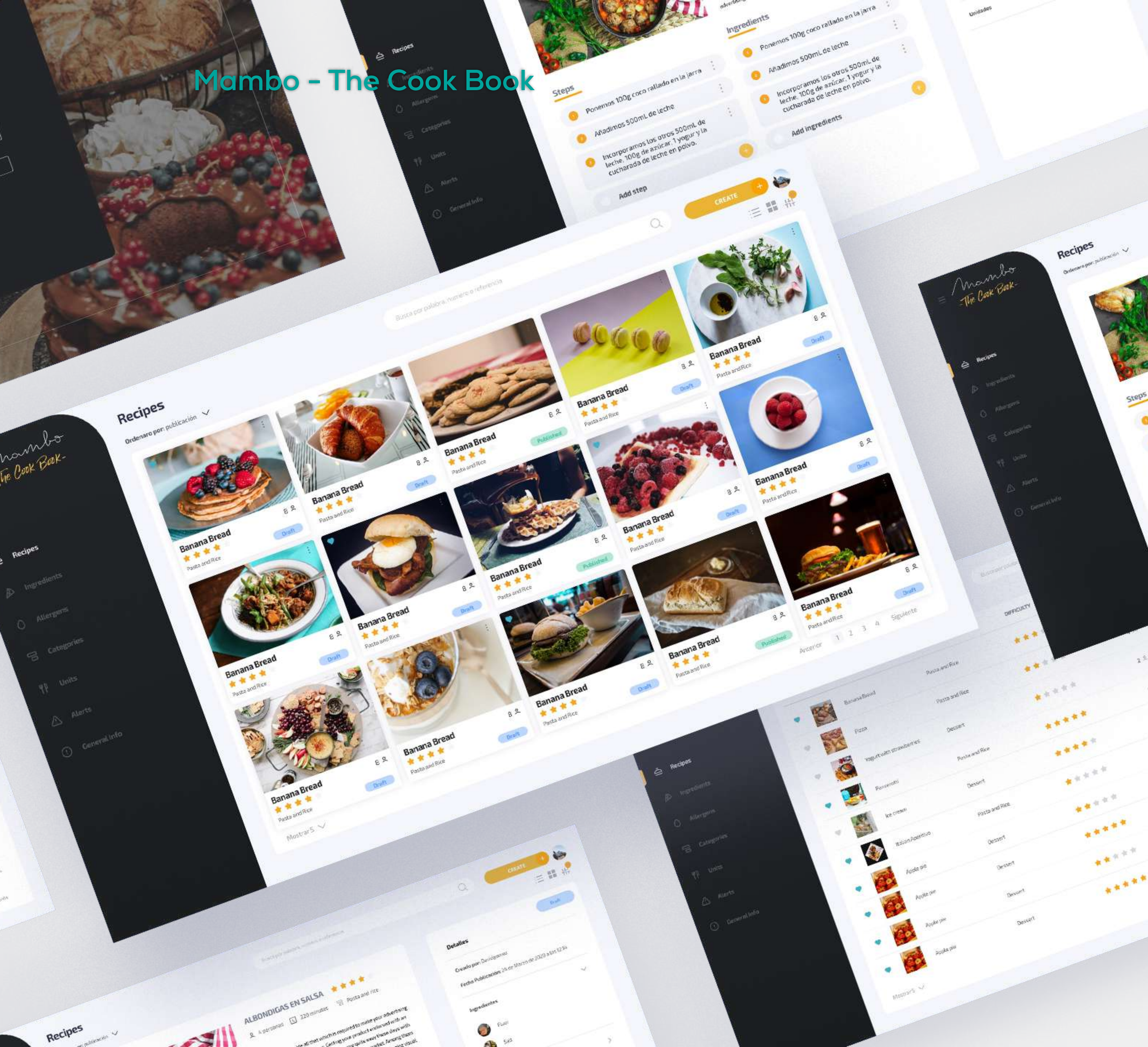
Financia en 3, 4 o 6 meses. Calcular cuota

COMPRAR

Product Page

Detail of a core product page.

Mambo - The Cook Book

SUMMARY

I redesigned the new dashboard informations architecture and defined the new UI.

ROLE UX Designer
UI Designer

CLIENT Cecotec

YEAR 2020

GOAL

The goal was to improve navigation, content creation and refresh the UI.
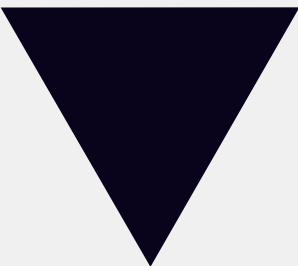
RESEARCH METHOD

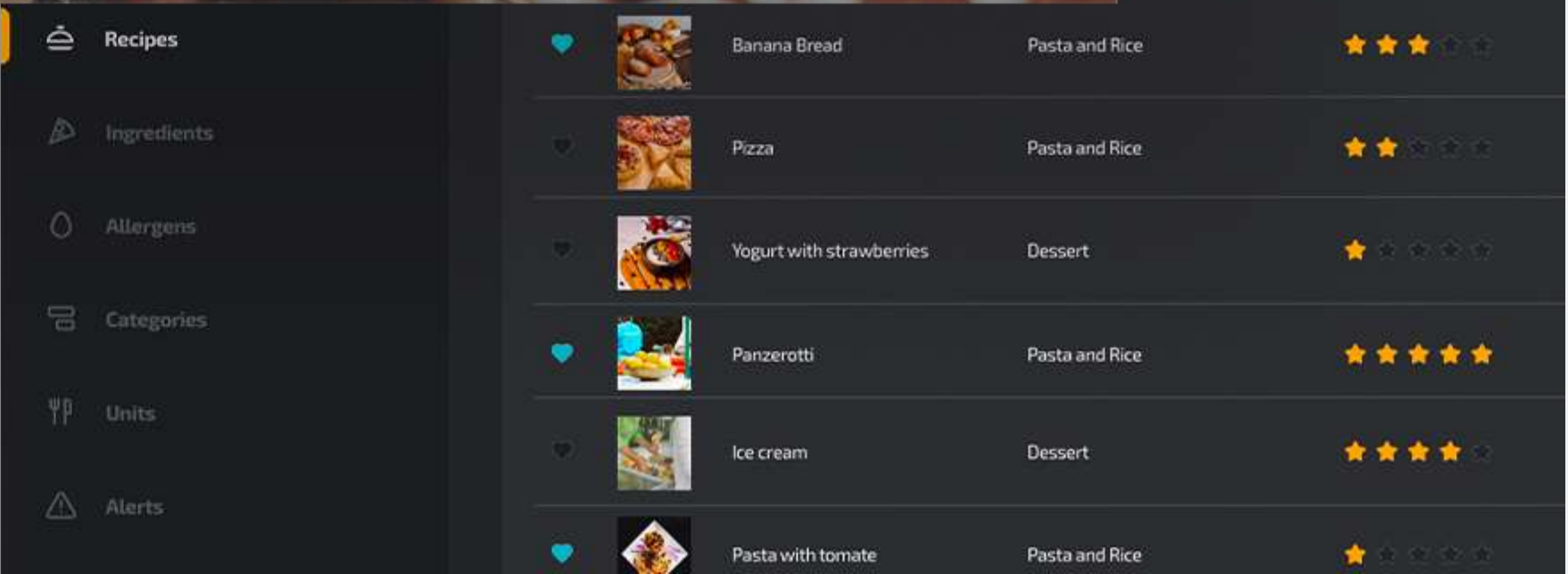Market research analysis   Information architecture

PROPOSAL

I worked on the new structure of the platform and I redesigned the interface respecting the guidelines of the cooking robot of the Mambo Series.

TOOLS
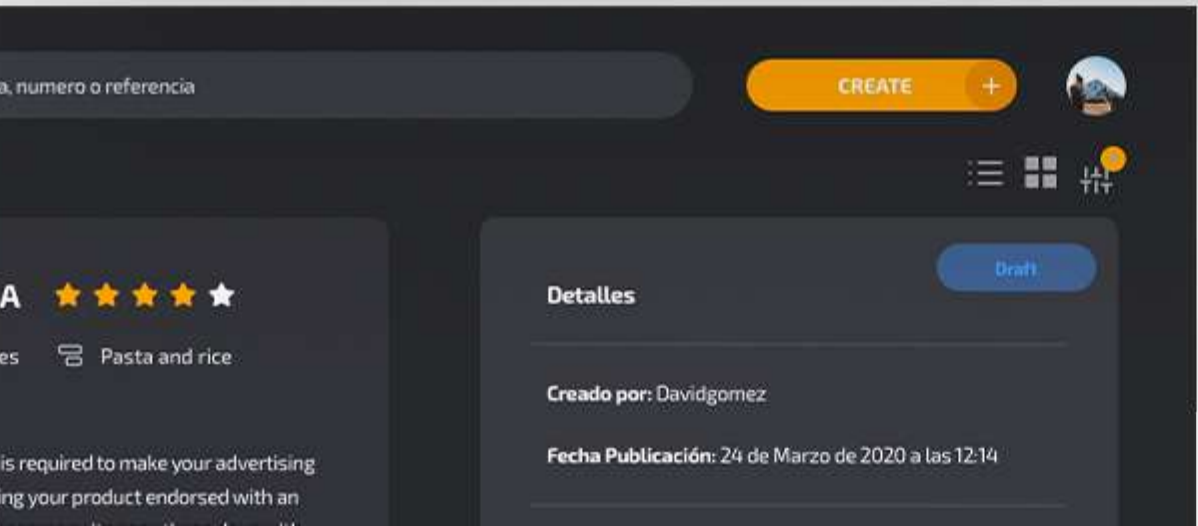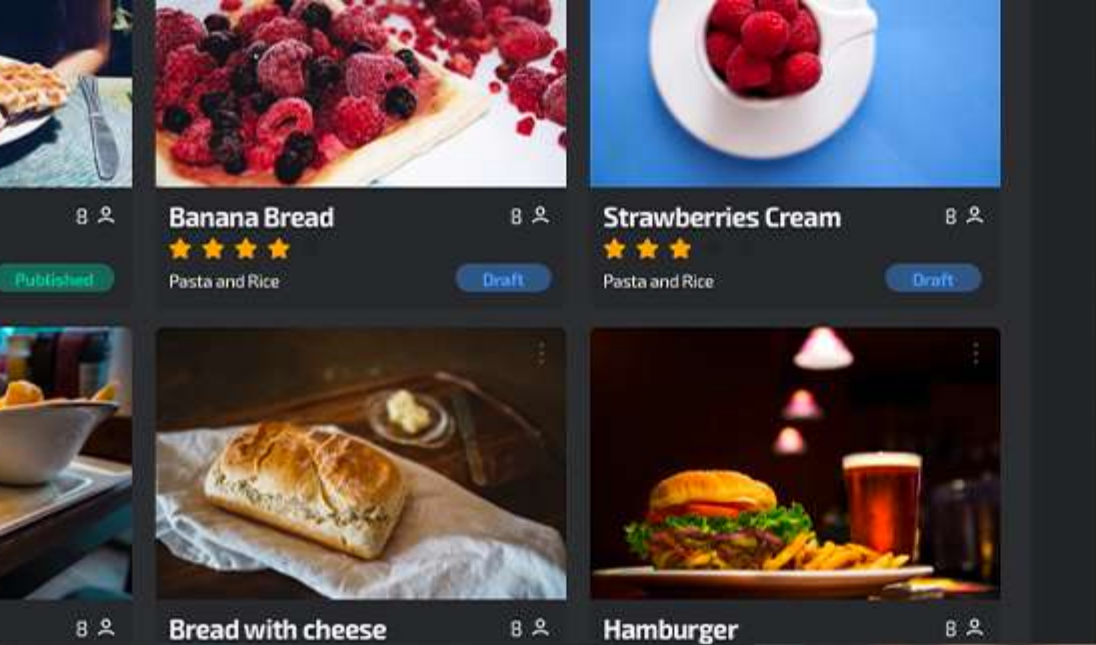
UI INTERFACE

Dark UI

Proposal in dark mode.

Customer onboarding

SUMMARY

I led art direction and user experience of whole project.

ROLE UX Designer
UI Designer
Art Direction

CLIENT Yeeply

YEAR 2018

GOAL

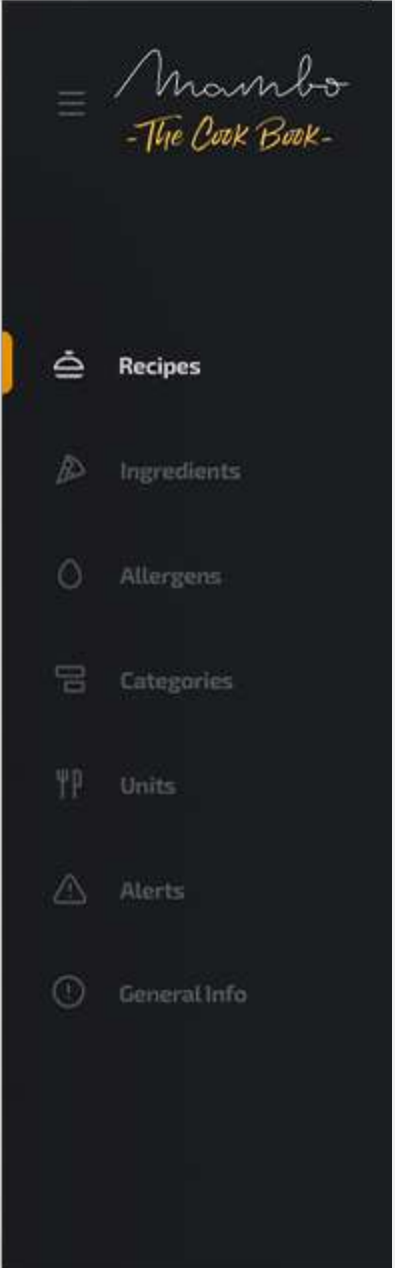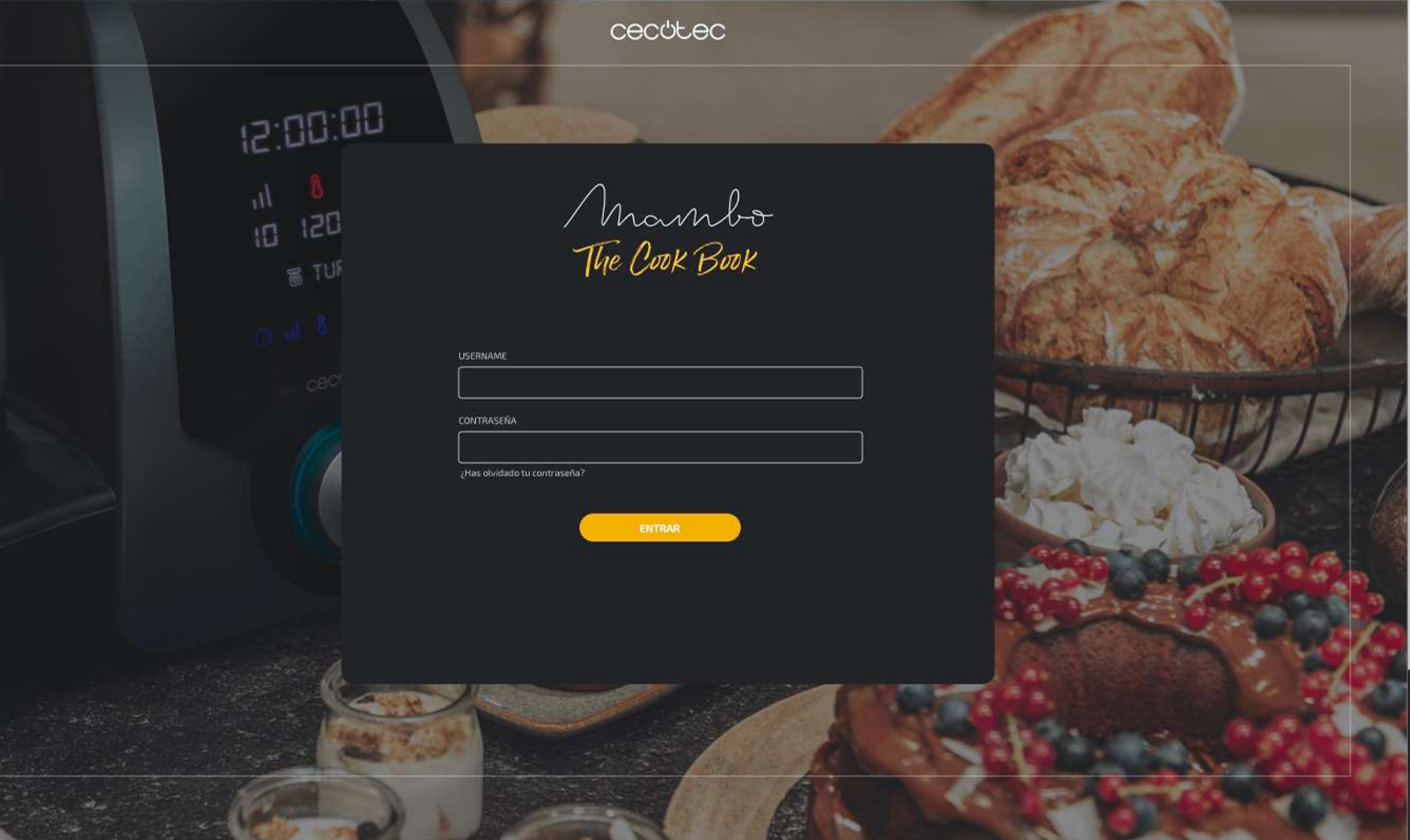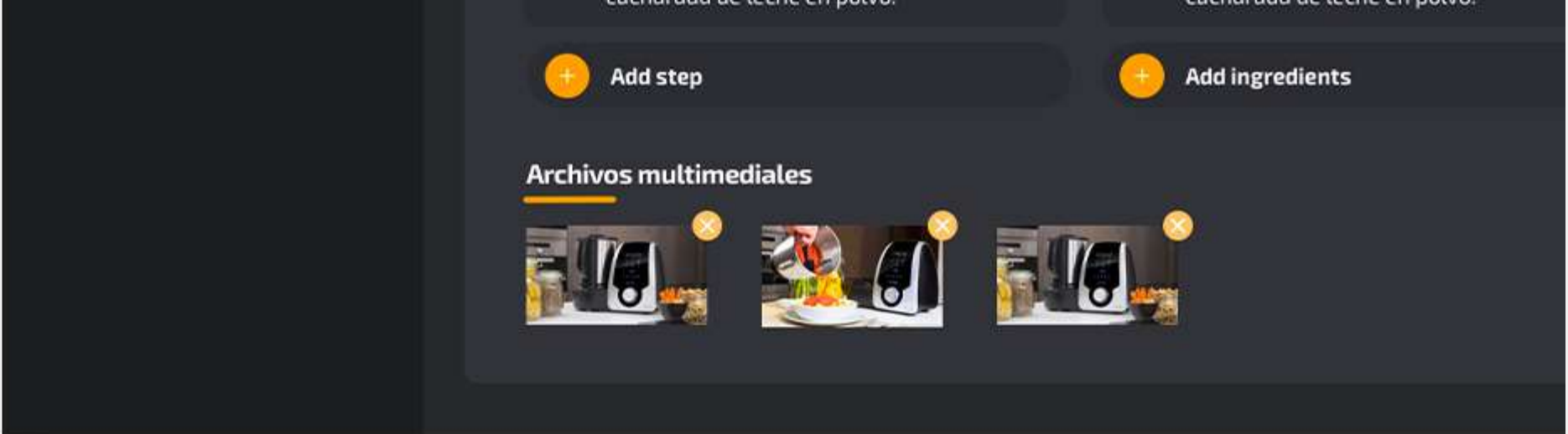The aim was to decrease interactions with the account in the first draft stage of the project. At the same time, give the user a first touch point more friendly and fluid.

PROPOSAL

We think in a onboarding which, by 4 steps and concrete questions, the user can publish easily a first project's draft and limit the account's interactions. At the same time the enterprise allows to foresee the quality of a project between an algorithm of machine learning.

RESEARCH METHOD

Customer interview

Information architecture

Market research analysis

Prototyping

TOOLS

Dashboard
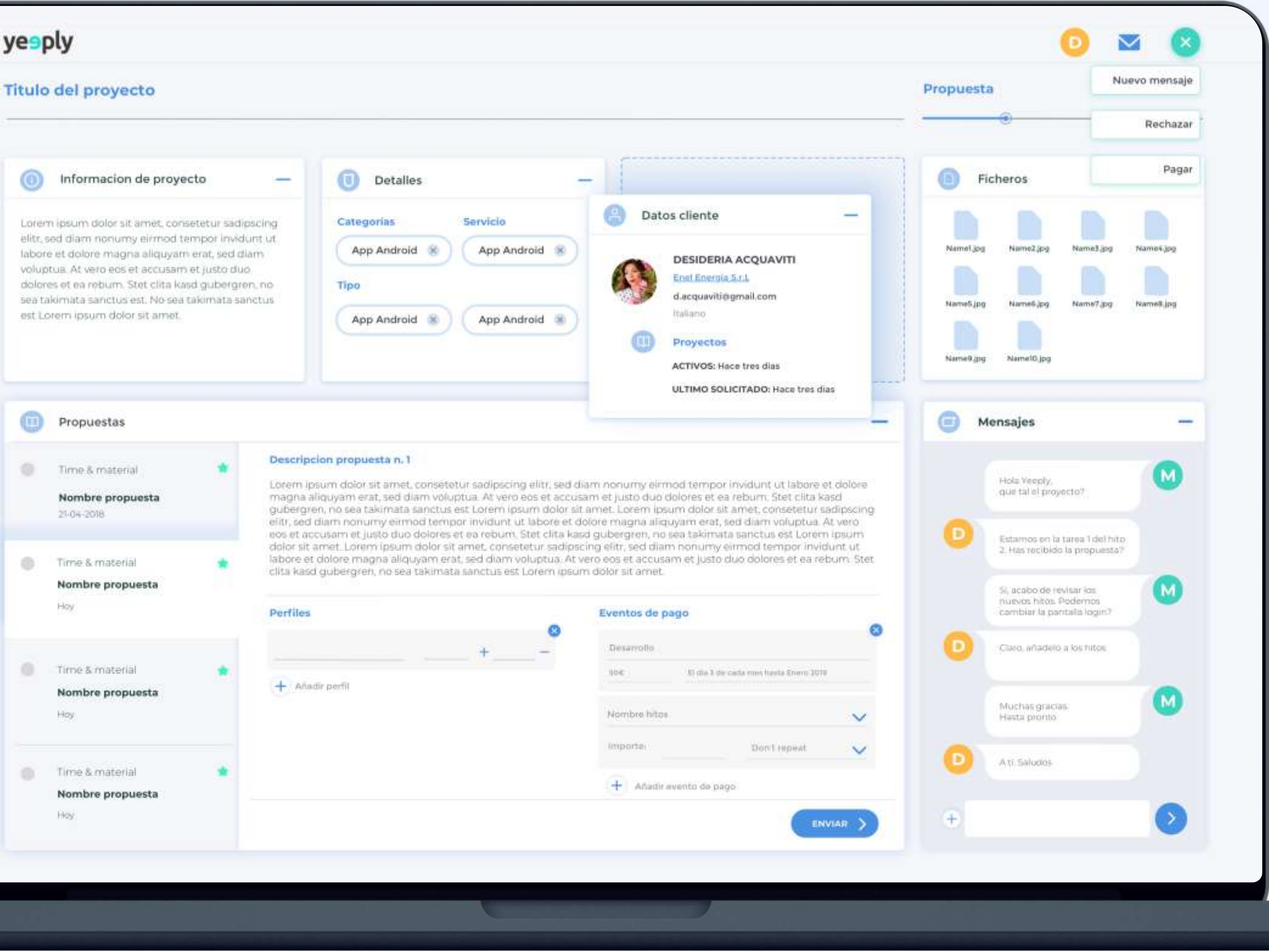
SUMMARY

I analyzed the customer needs and I designed the interface.

ROLE UX Designer
UI Designer
Art Direction

CLIENT Yeeply

YEAR 2018

GOAL

The aim was to redesign the project management platform making the user experience customizable and fluid, reducing frictions in communication between customer and developer.

RESEARCH METHOD

Customer interview

Information architecture

Market research analysis

Prototyping

PROPOSAL
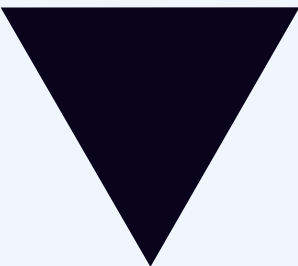
We thought in a dashboard which the client can access to a project's overview without lost himself in many tasks and with the possibility of high customization in every stage of the project, through moving cards.
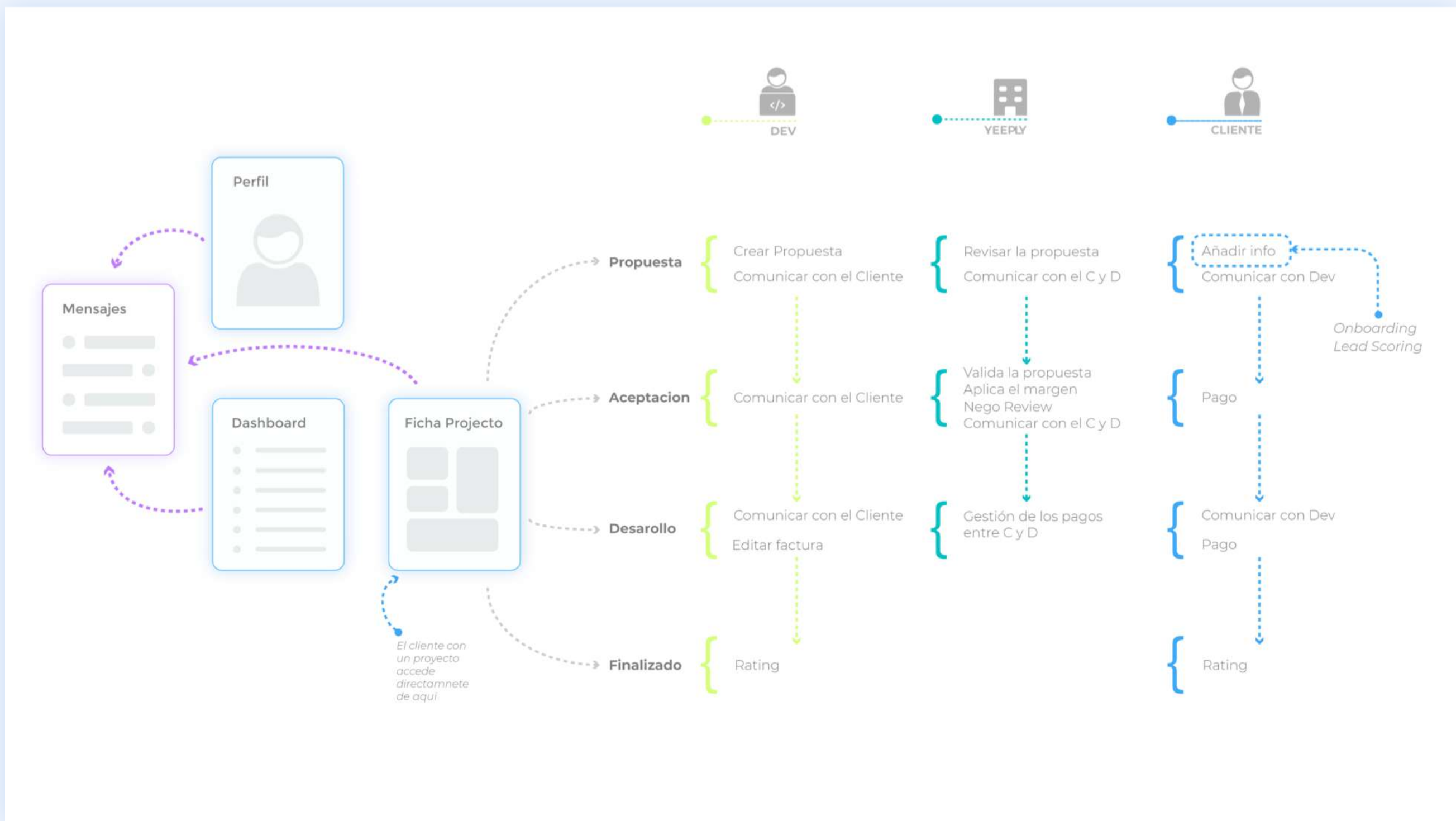
TOOLS

RESEARCH AND ANALYSIS

Customer Journey

Before start the redesign of the platform we analyzed the whole customer journey of the 3 actors: developer, client and account. Through a customer interview we managed to identify the frustrations and frictions, from the draft to the finished project.

DISCOVERY	DRAFT	LEAD	PROPOSAL 1	PROPOSAL 2	DEVELOPMENT

DEV

| | | Soporte técnico a Yeeply / Soporte técnico con Cliente | Soporte técnico a Yeeply / Hacer la propuesta | Rectificar oferta / Hacer una nueva propuesta | Recibe el pago / Empieza a trabajar sobre el proyecto |

YEEPLY

| | | Estimar el proyecto en tiempo y precio / Completar ficha de proyecto / Aconsejar al Cliente / Generar confianza / Explicar que es Yeeply / Llamar al Cliente / Conseguir más información del proyecto | Soporte Dev para hacer la propuesta / Seleccionar Dev / Monitorizar la comunicación entre Cliente y Dev / Explicar que es Yeeply / Contactar Cliente | Negociar alcance Cliente / Confirmar con el Cliente / Explicar la oferta al Cliente / Aplicar margen / Presionar al Cliente | Presentar Cliente y Dev |

CLIENTE

| Proporcionar información sobre el proyecto y datos de contacto. | Proporcionar información sobre el proyecto y datos de contacto. | Hacer un calendy con el Agente Comercial / Detectar necesidades del proyecto con el Equipo Comerciale / Aclarar el plan de monetización y el presupuesto / Confirmar el MVP / Validar estimación costes / Hablar con el comercial sobre el proyecto / Negociar los detalles de costes y tiempos | Recibe confirmación del Dev / Hablar de los últimos detalles con el Dev / Interactua con el proveedor / Recibe acceso a la plataforma / Espera que le comunique el Dev (empezar a hablar) | Recibe y valida la oferta / Lee la propuesta / Valora la propuesta / Negocia el precio / Habla con yeeply / Estudia la oferta / Valora la propuestas / Te hace push buscando descuento / Tomar decisiones | Acepta/rechaza proyecto / Nos selecciona / Firmar el contrato / Paga el primer hito |

| Incertidumbre / En busca de ayuda / Perdido | Empieza a ver la luz / Abrumado / Se enfría | Análisis del proyecto / Envía dudas al cliente | | Perseguido / Presionado / Agradecido | Un poco perdido / Ilusionado / Ansioso |

TOUCHPOINT

| Web / Redes sociales / Intercom | Plataforma / Email / Telephone | Plataforma / Email / Telephone / Otros | Plataforma / Email / Telephone | Plataforma / Email / Telephone / Otros | Plataforma / Email / Telephone |

INFORMATION ARCHITECTURE

Userflow

Once we defined the points to improve and the graphic solutions suitable to facilitate the customer experience, we moved on to drawing the user flow of the three actors within the dashboard.

Font

Monserrat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Colors

#F3FSF9 | #4A90E2 | #69CFEB | #02A8CA

| | Template 1 | Template 2 | Template 4-3 |
	Mobile	Tablet	Desktop
Headline 1	size: 21px line height: 24px	size: 21px line height: 24px	size: 27px line height: 30px
Headline 2	size: 18px line height: 21px	size: 18px line height: 21px	size: 24px line height: 27px
Headline 3	size: 16px line height: 18px	size: 16px line height: 18px	size: 21px line height: 24px
Headline 4	size: 14px line height: 20px	size: 14px line height: 18px	size: 18px line height: 21px
Paragraph	size: 14px line height: 18px	size: 14px line height: 21px	size: 16px line height: 21px

|	Primary		Secondary	
Normal	Text	box-shadow: 0 0 20px 0 rgba(74, 144, 226, 0.30); background-color: #f3f5f9;	Text	box-shadow: 0 2px 10px 0 rgba(74, 144, 226, 0.30); background-color: #ffffff;
Hover/Focused	Text	box-shadow: 0 0 20px 0 rgba(74, 144, 226, 0.30); background-color: #f3f5f9;	Text	box-shadow: 0 2px 10px 0 rgba(74, 144, 226, 0.30); background-color: #ffffff;
Selected	Text	box-shadow: inset 0 1px 10px 0 rgba(74, 144, 226, 0.3); background-color: #d7e5f6;	Text	box-shadow: inset 0 1px 30px 0 rgba(74, 144, 226, 0.31); background-color: #ffffff;
Desactivated	Text	box-shadow: 0 0 20px 0 rgba(84, 63, 76, 0.3); background-color: #f2f2f2;	Text	box-shadow: 0 2px 10px 0 rgba(84, 63, 76, 0.3); background-color: #ffffff;

| | Template 1 | Template 2 | Template 4-3 |
	Mobile	Tablet	Desktop
Actived	Nombre y Apellido	Nombre y Apellido	Nombre y Apellido
	Placeholder	Desideria Acquaviti	Desideria Acquaviti
Focused	Nombre y Apellido	Nombre y Apellido	Nombre y Apellido
	Input text	Desideria Acqui	Desideria Acqui
Completed	Nombre y Apellido	Nombe y apellido	Nombre y Apellido
	Desideria Acquaviti	Desideria Acquaviti	Desideria Acquaviti
Error	Nombre y Apellido	Nombre y Apellido	Nombre y Apellido
	Input tex	Input tex	Desideria Acquaviti
Desactivate	Nombre y Apellido	Nombre y Apellido	Nombre y Apellido

UI INTERFACE

Design System

We developed a design library that help to strengthen of the brand identity, give coherence to the graphic style and speed up execution.

MoDo Volkswagen
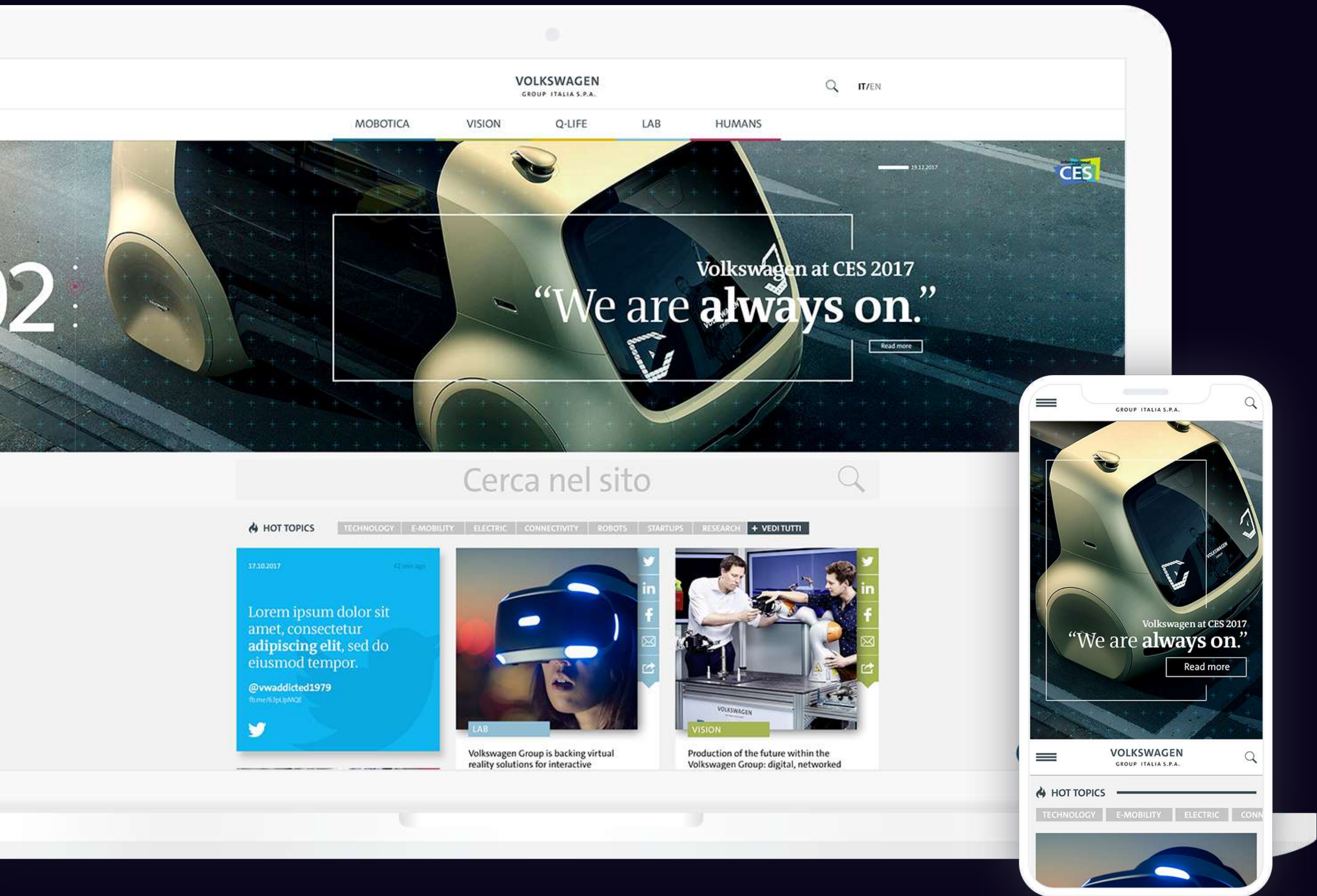
SUMMARY

I organized and led the the user experience
of the blog focused on innovation for Gruppo
Volkswagen Italia: MoDo.

ROLE UX Designer   **CLIENT** Volkswagen   **YEAR** 2017

GOALS

The aim was to give an image of the company attentive to the world of innovation through a responsive blog where the user could easily access the contents of his interest.

PROPOSAL

We focused on organizing the main topics. We thought of horizontal and transversal navigation to reduce the depth of the blog. The horizontal navigation is developed by 5 categories and the transversal by tags. The user therefore, with just three clicks, can reach any type of content within the site and share them at any time.

RESEARCH METHOD

Market research analysis   Information Architecture
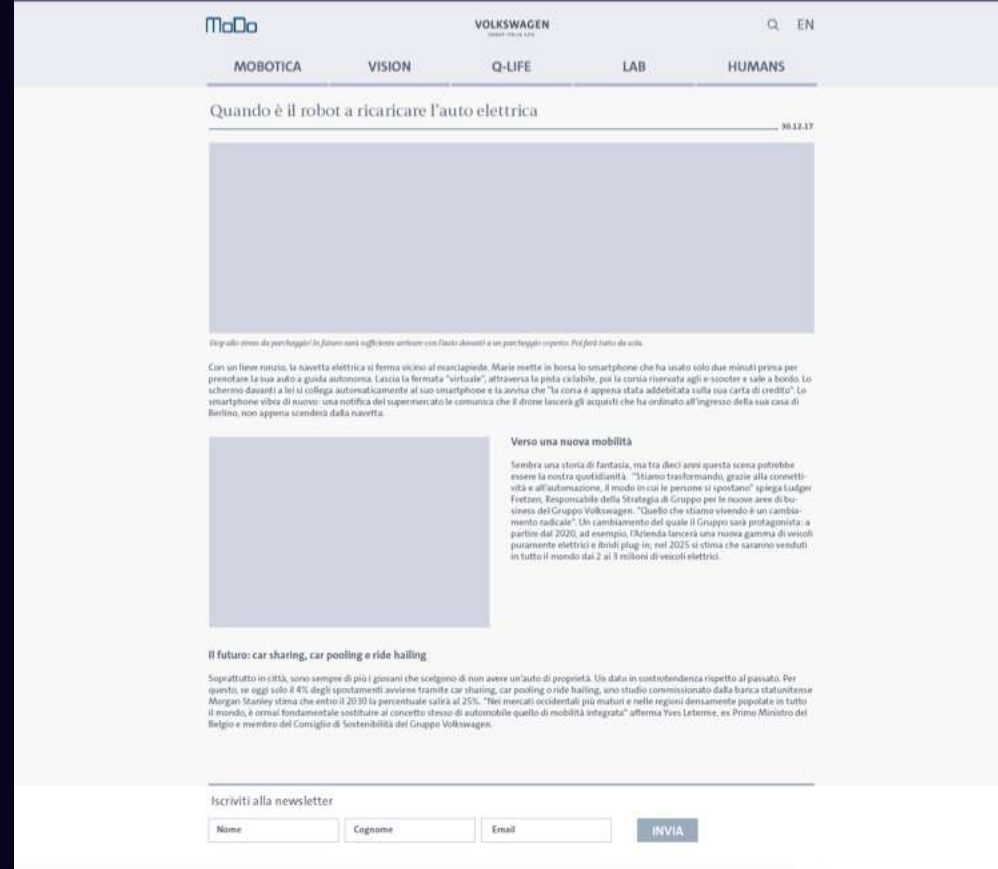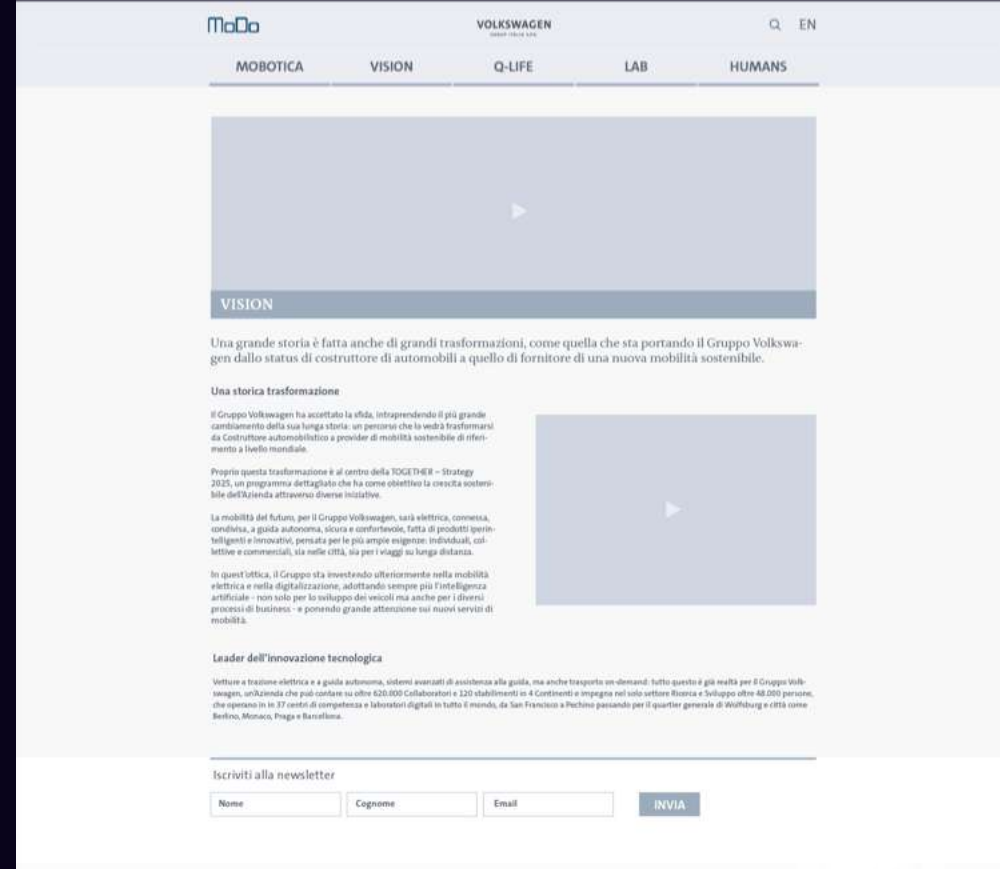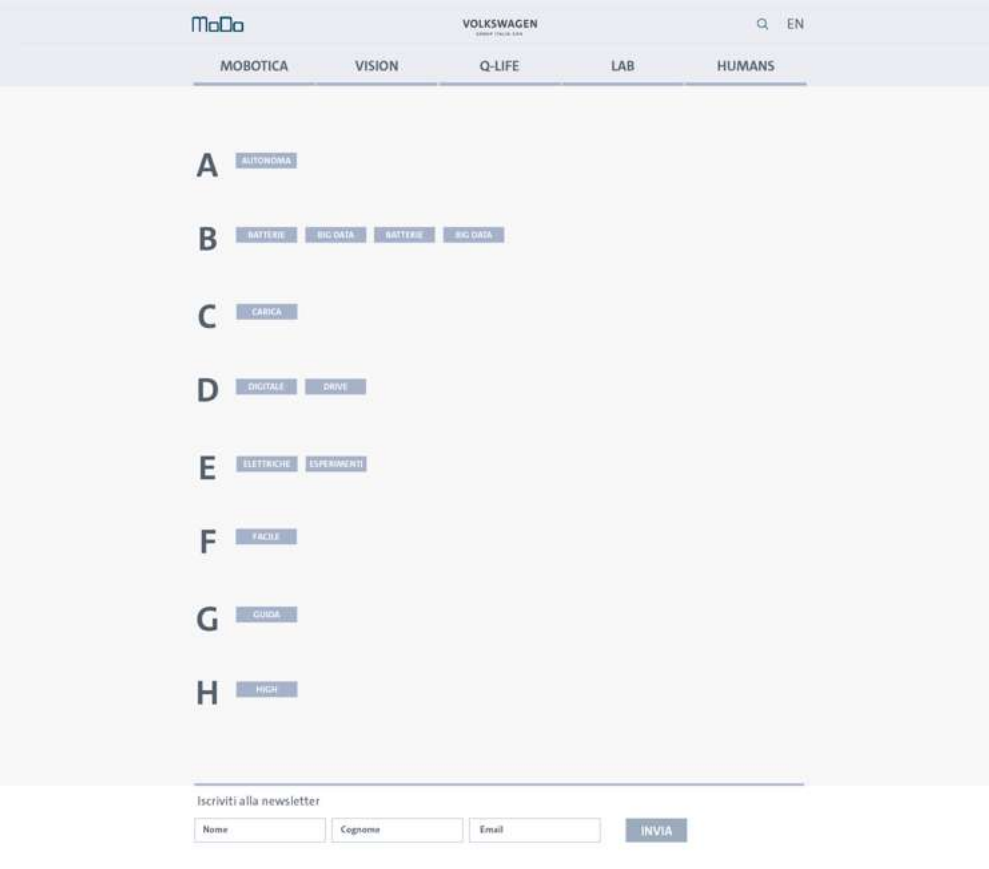
Prototyping

TOOLS

Ps **Ai**
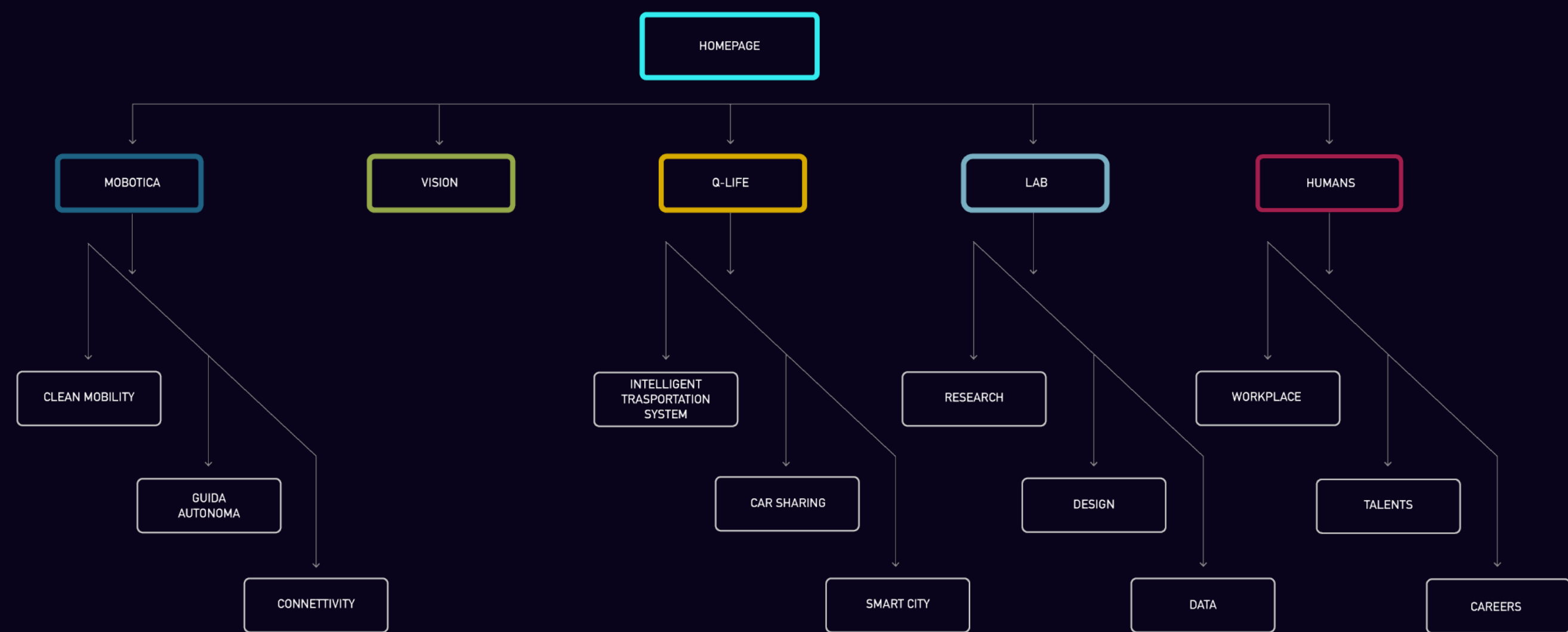
TAXONOMY
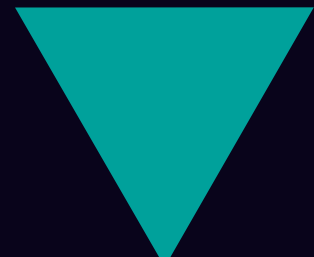
Information Architecture

The biggest difficulty was to organize the various blog topics. Before designing, therefore, we worked to be able to extrapolate a taxonomy of the macro categories.
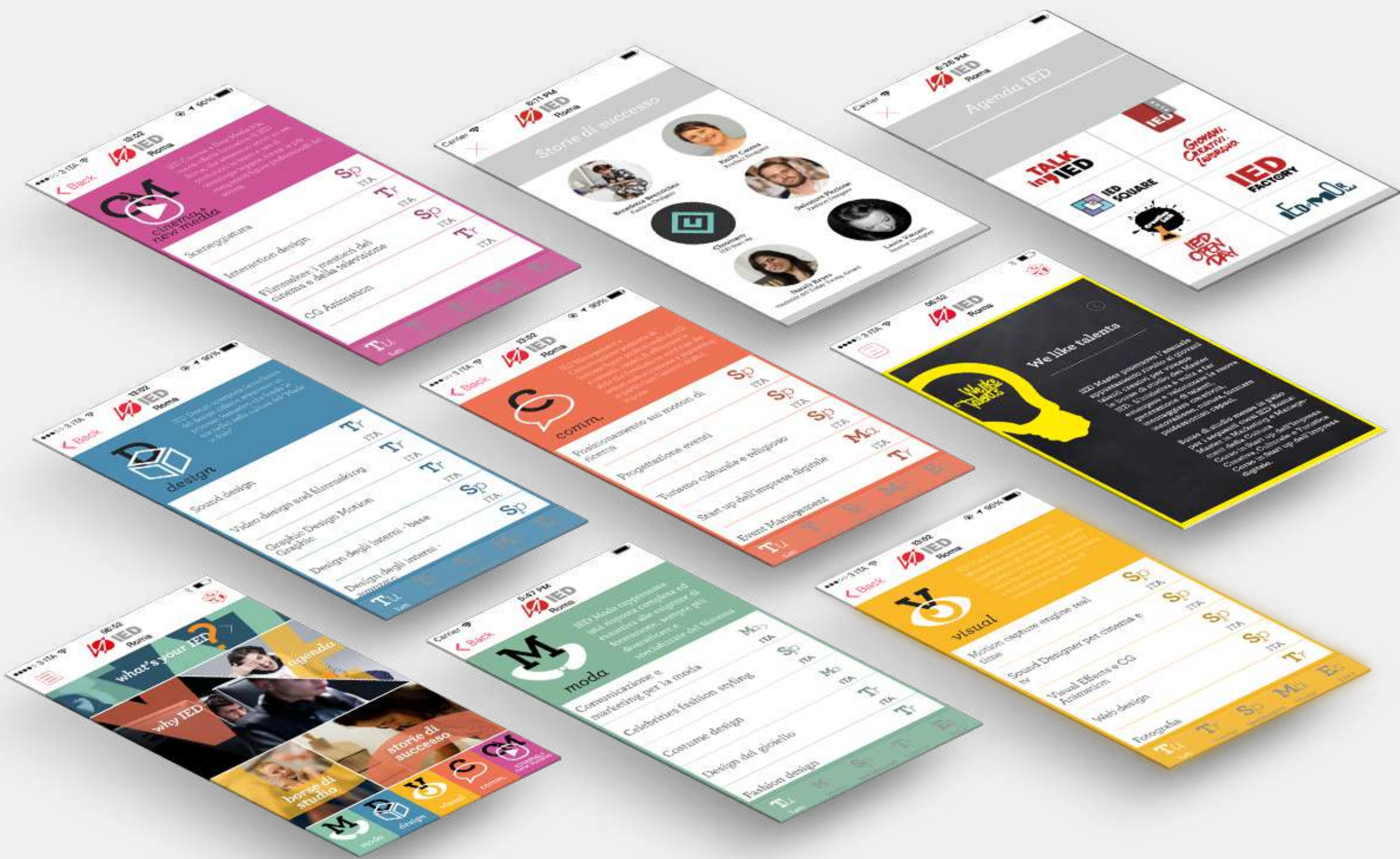
Diagram:

HOMEPAGE

- MOBOTICA
  - CLEAN MOBILITY
  - GUIDA AUTONOMA
  - CONNETTIVITY
- VISION
- Q-LIFE
  - INTELLIGENT TRASPORTATION SYSTEM
  - CAR SHARING
  - SMART CITY
- LAB
  - RESEARCH
  - DESIGN
  - DATA
- HUMANS
  - WORKPLACE
  - TALENTS
  - CAREERS
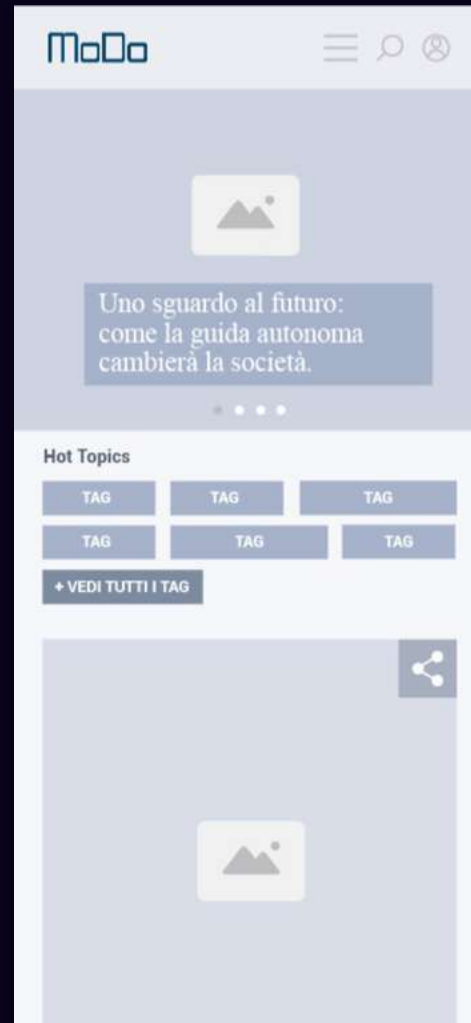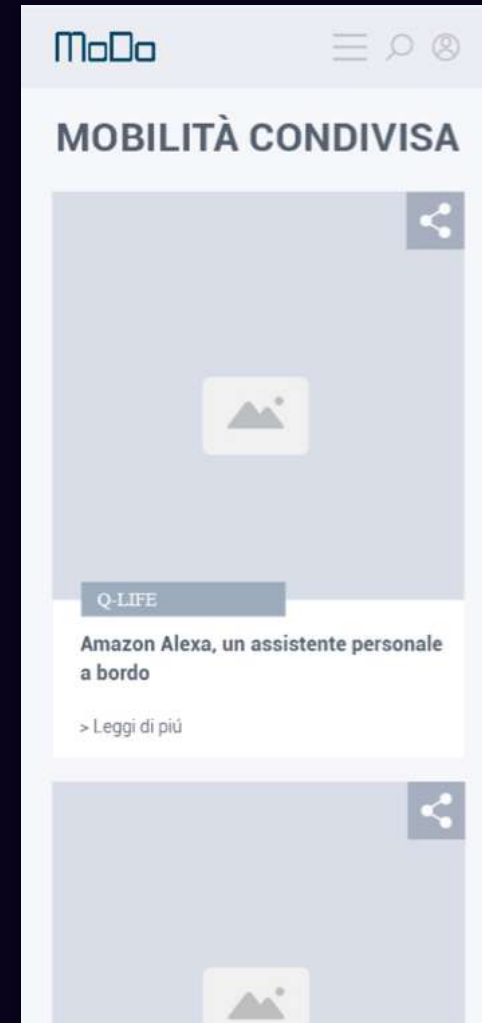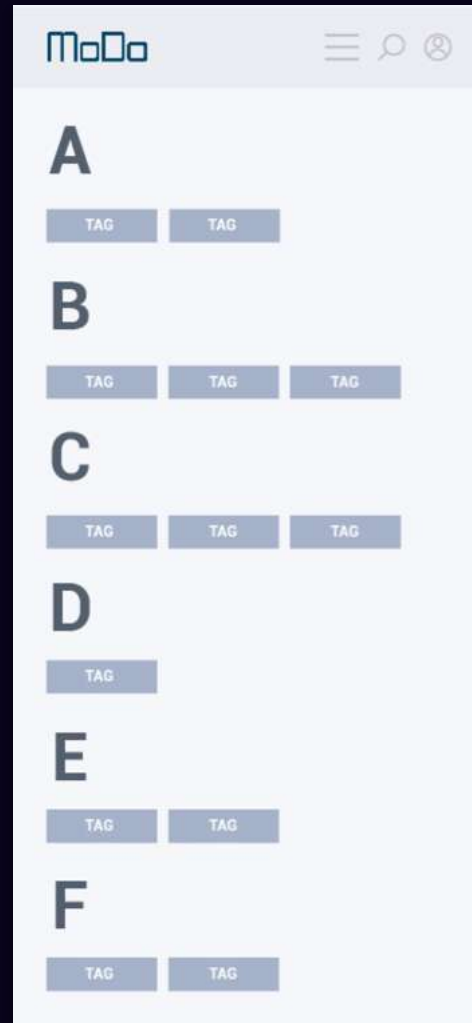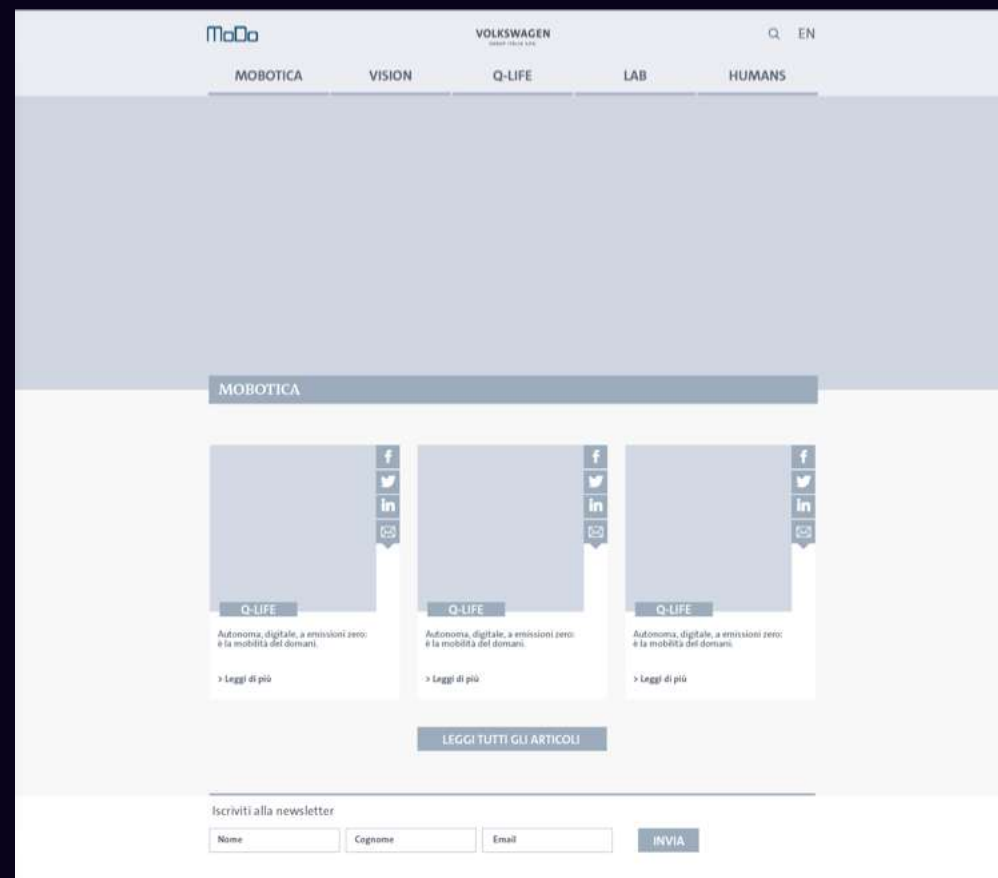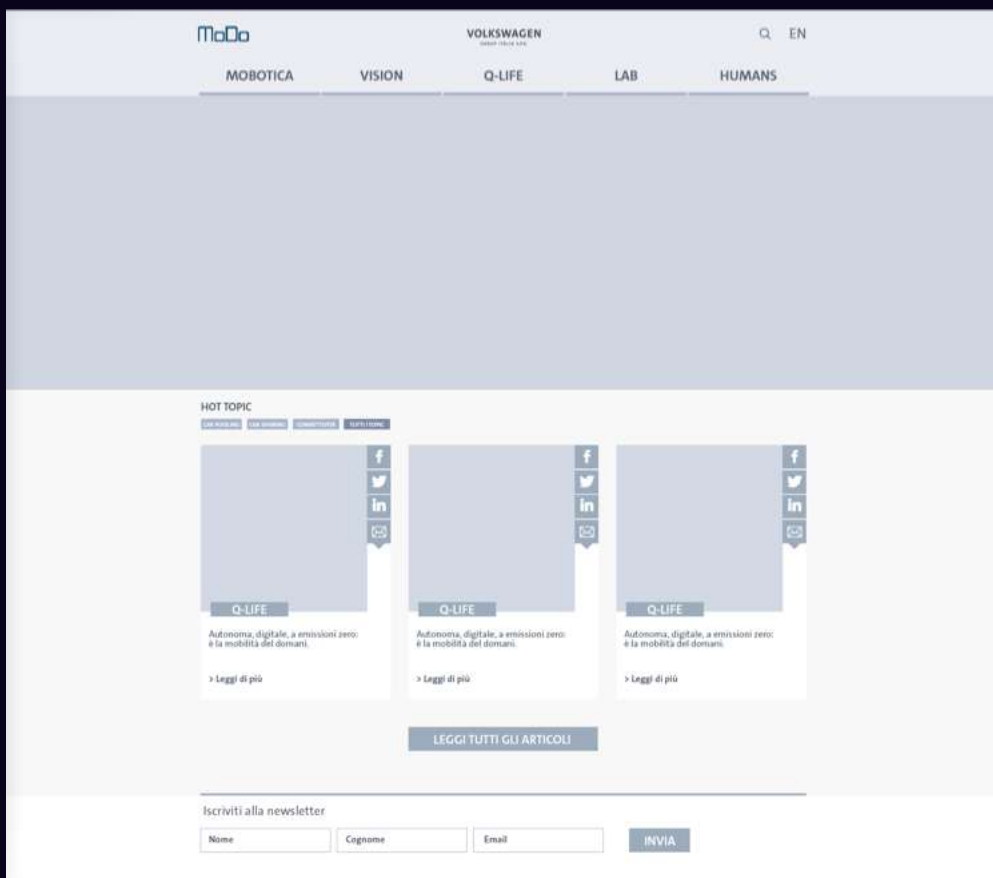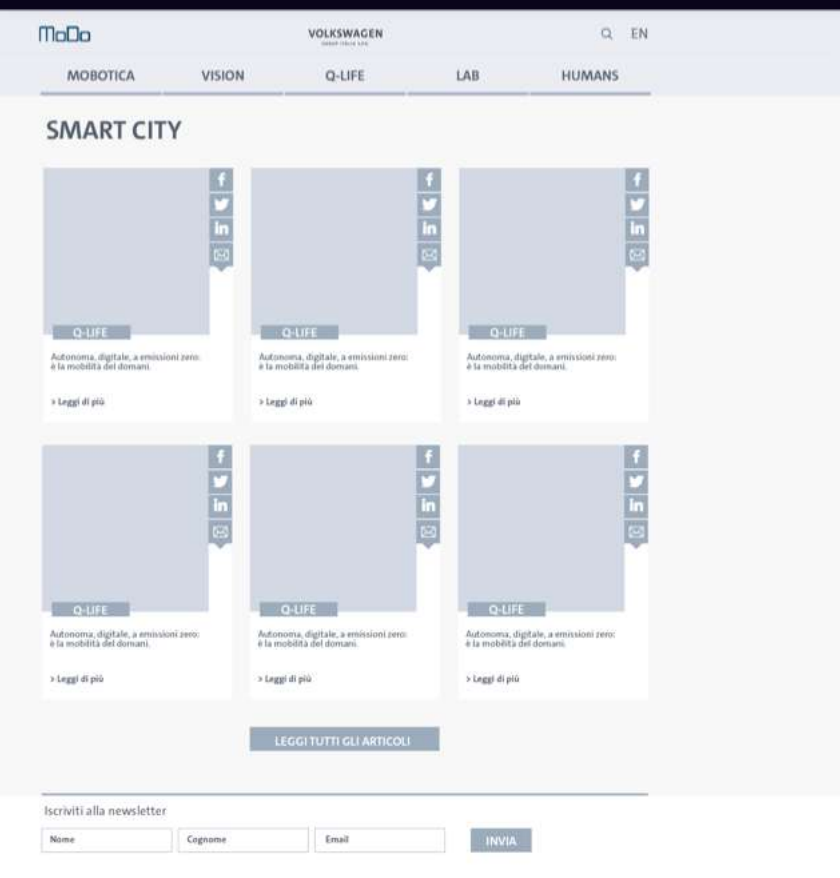
Wireframe

We realized wireframes for every kind of devices.

IED APP

SUMMARY

I led the competitors analysis, user experience
and interface design.

ROLE UX Designer   **CLIENT** IED   **YEAR** 2015
         UI Designer

GOAL

The goal was to create an app that would allow students to know the IED world and to access all the contents of the teaching activity, such as study plan and training.

RESEARCH METHOD

Market research analysis   Information Architecture

PROPOSAL

We worked, starting from scratch, to the complete creation of the APP. A work between various departments that included all stages of implementation: from analysis to design and development of the code.
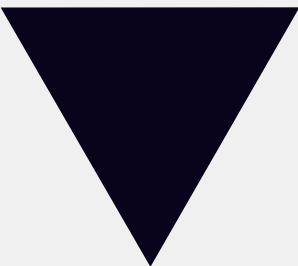
TOOLS

Ps   Ai

Oysho Press Day '17

SUMMARY

I led the art direction.

ROLE Art direction   **CLIENT** Oysho   **YEAR** 2017

GOAL

The request was to create a brand identity proposal for the event Oysho Press Day Spring Summer '17.
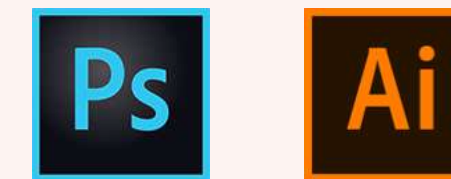
RESEARCH METHOD

Market research analysis

PROPOSAL

Starting from the color palette of the fashion collection, I developed an entire graphic guideline for the event: from newsletters to packaging.

TOOLS

Ps Ai

LET'S WORK TOGETHER

✉ d.acquaviti@gmail.com

📞 +34611413179

FOLLOW ME

Bē • 🏀 in