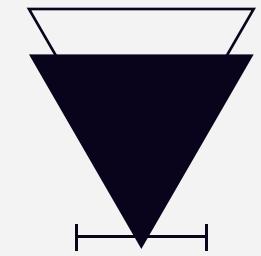


DESIDERIA ACQUAVITI

SENIOR PRODUCT DESIGNER UX/UI



ABOUT ME

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

Original and inquiring,
always up-to-date.

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

Design & music lover.



SKILLS

End-to-End Design Process

User research

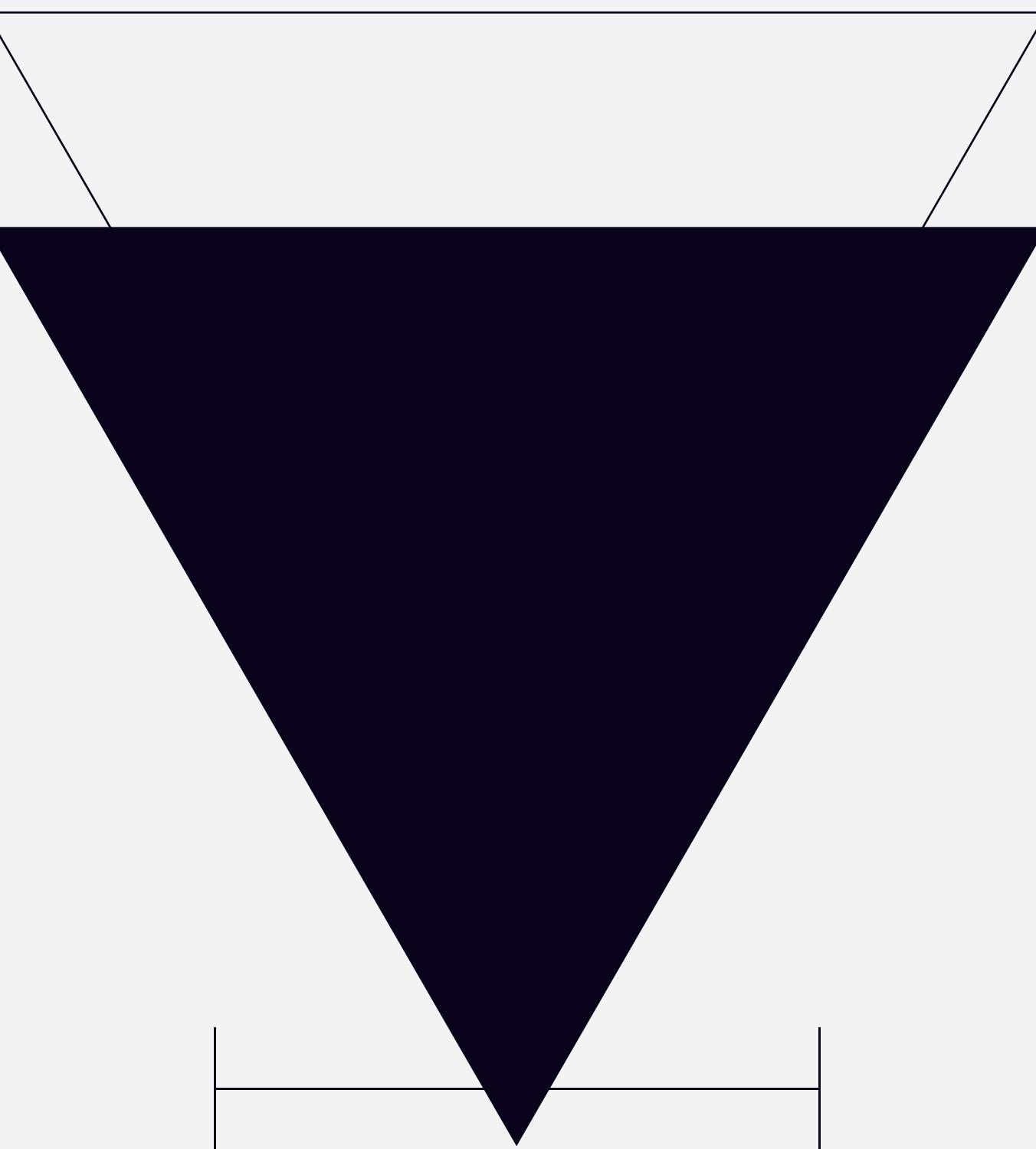
Wireframing & Prototyping

User Interview

Usability test

UX writing (early)

HTML & CSS (quite good)



EDUCATION

2023

UX Writing

Certificate of Attendance
UXER School

2021

How to conduct a usability test

Certificate of Attendance
Interaction Design Foundation

2020

Google Activate

Certificate of Attendance
Google and IAB Spain

2019

Workshop UI/UX

Certificate of Attendance
Talent Garden Poste Italiane Roma

2018

Google "Eccellenze per digitale"

Certificate of Attendance
Google and IAB Europe

2017

1º Prize Big Hack Open Data Regione Lazio

App + Community Social
Maker Faire Hack '15

2016

Master in Web Design

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

2015

Academic Degree in Design

Final Mark 108/110 ABA, Rome (IT)

2014

2013

Product Designer

2023-present
Factorial, Remote

Sr UI/UX Product Designer

2021-2023
Facephi, Remote

UI/UX Product Designer

2020-2021
Sesame HR, Valencia (ES)

UI/UX Product Designer

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

UI/UX Product Designer

2018-2019
Yeeply, Valencia (ES)

UI/UX Web Designer

2017-2018
Gruppo Roncaglia, Rome (IT)

UI/UX Web Designer

2016-2017
Bepop, Rome (IT)

UI/UX Web Designer

Intership 2015-2016
Lazio Innova, Rome (IT)

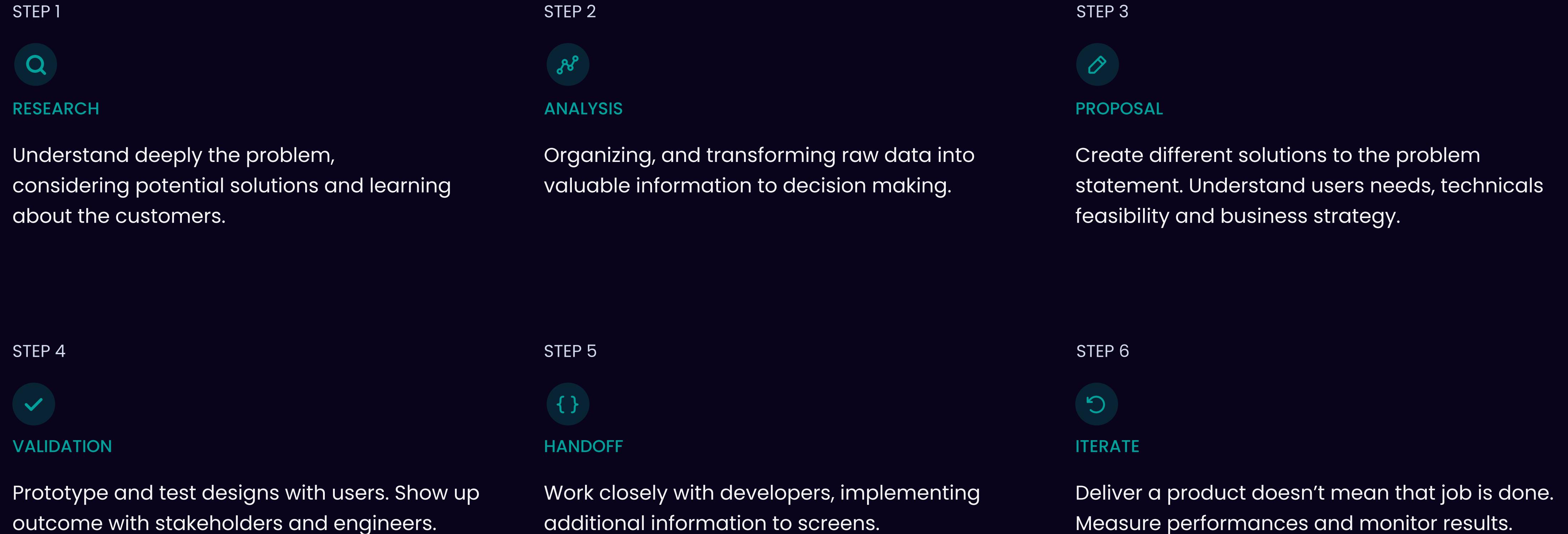
Graphic & Web Designer

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

EXPERIENCE

1987

METHODOLOGIES



Export maker

The screenshot shows the Factorial app's Export builder interface. On the left, a sidebar menu lists various features like Apps, Dashboard, Me, Time off, Clock in, My documents, Tasks, Employees, Calendar, Time tracking, Reports, Payroll, Documents, and Company. A user profile for 'Mike H.' is at the bottom. The main area is titled 'Export builder' with steps '1 Select a template' and '2 Setup export'. A large central box is titled 'Choose a export template' with four options: 'Full time tracking', 'Extra hours' (selected), 'Active employees', and 'Absences'. The 'Extra hours' section includes a 'Most popular' button. To the right is a detailed configuration panel for 'Fields' with sections for Active employees (switched on), Pool of hours (switched off), Extra hours (switched off), Work holiday (switched off), and Overtime compensation (switched off). It also includes a 'Range' section for dates from 06/01/2022 to 06/30/2022 and an 'Export type' dropdown set to 'PDF File'.

THE OVERVIEW

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

COMPANY Factorial YEAR 2023

THE CHALLENGE

Factorial's clients usually use time tracking app and they need to be compliance. They periodically generate several reports with different data to analyze them and check legal requirements.

THE SOLUTION

We propose to simplify the report generation tool in time tracking application with some templates that user can customize or directly download to save time in repetitive tasks. And meanwhile give freedom to customize.

RESEARCH METHOD



Desk research



Prototyping



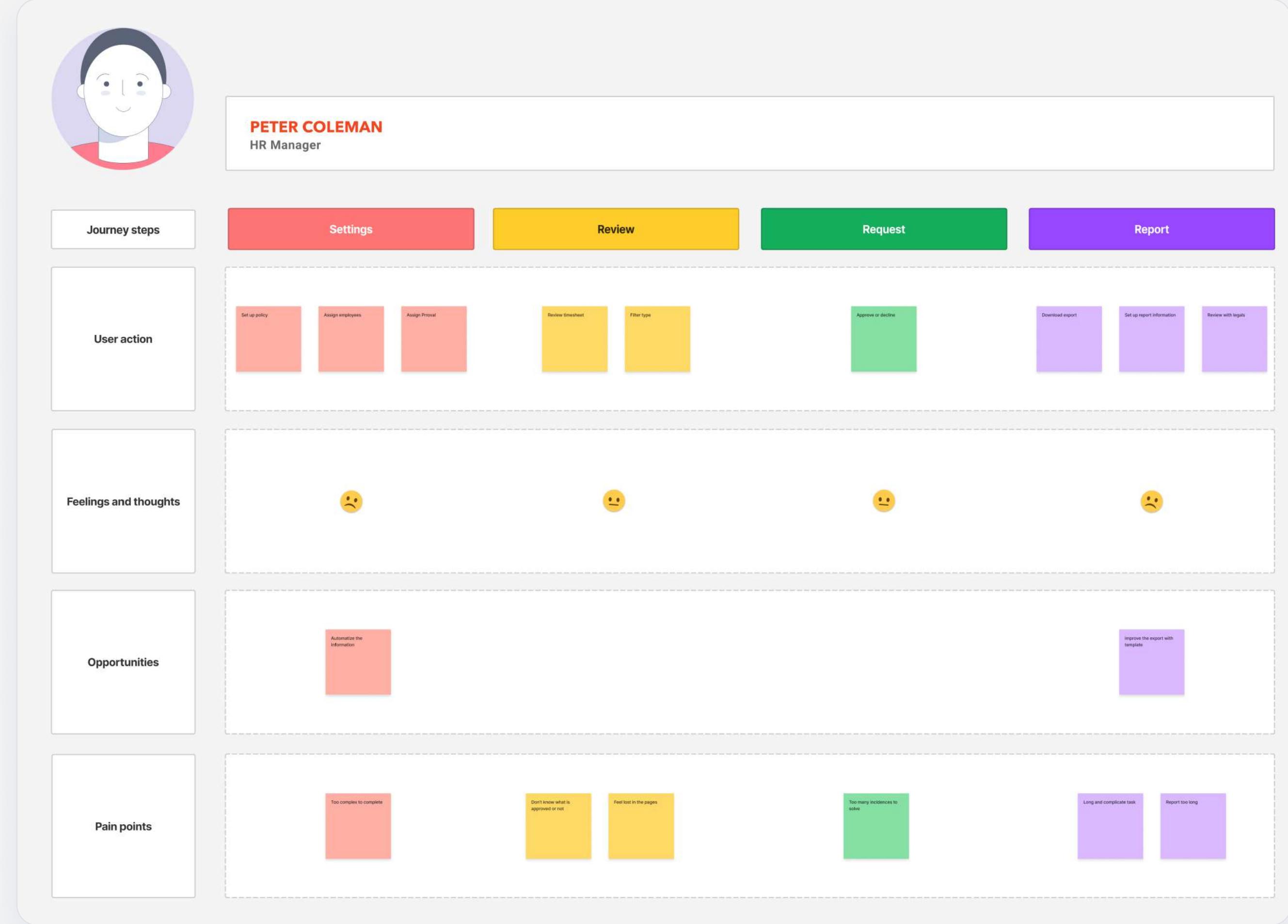
User journey mapping



Usability test

TOOLS





RESEARCH

User journey mapping

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

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

IDEATION

Exploration #1

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

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

IDEATION

Exploration #2

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

Export builder

RESULTS IN NUMBERS

INCREASE OF USE

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

+37%

REPORTS DOWNLOAD

INCREASE IN BRAZILIAN MARKET

Reach Brazilian market and new companies and be compliance.

0.8x

CLIENTS

REVENUES

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

+ 0.4M

MMR

Builder

The screenshot shows the onboarding process for the Facephii Builder. At the top, there's a color palette section with a red circle, a secondary color swatch, and a hex code #1B8DF9. Below this is a large white area labeled "Builder". The main content area starts with a "Bienvenido!" greeting and a message: "Estás a punto de empezar un proceso de onboarding. Sigues los paso abajo para completar el proceso." There are three main steps: "Create" (with a lightbulb icon), "Customize" (with a gear icon), and "Publish" (with a rocket icon). Each step has a brief description: "Create your workflow with our widgets", "Personalize your landing with colors and font.", and "And at the end give a title and options to save it.". A purple "Comenzar" button is located at the bottom left. The top navigation bar includes a user profile icon and the word "Admin".

The screenshot shows the "Landings" section of the Facephii Builder. The title "Landings" is at the top, followed by a search bar and a "Name" filter. Below is a list of landing pages, each with a small thumbnail and the text "354009hs". The interface has a clean, modern design with a dark header and light body.

THE OVERVIEW

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

COMPANY Facephii YEAR 2022

The screenshot shows the "Start building" interface. It features a large central illustration of a person sitting at a desk with a computer monitor, looking up at a hanging hook with a small box. The text "Start building" is centered above the illustration. The top navigation bar includes a user profile icon and the word "Admin".

THE CHALLENGE

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

RESEARCH METHOD



Desk research



Surveys



User interviews



Usability test

THE PROPOSAL

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

TOOLS

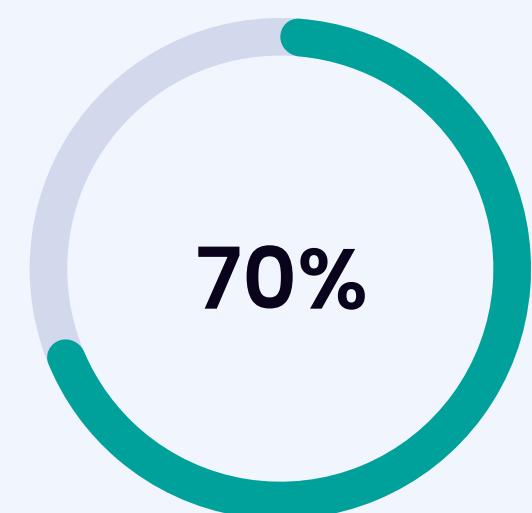


DESK RESEARCH

What people habits are?

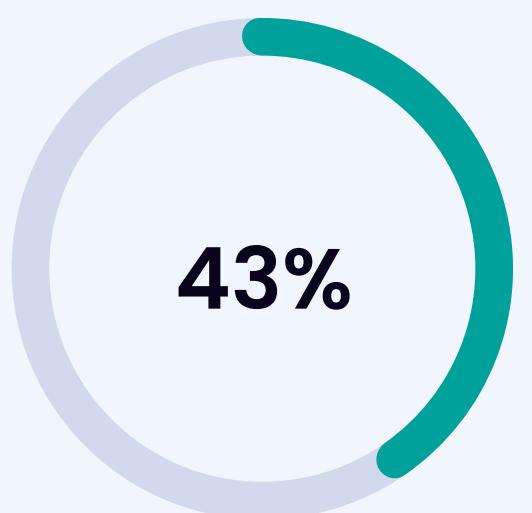
The aim was to research how people usually travel to targetise the final user.

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



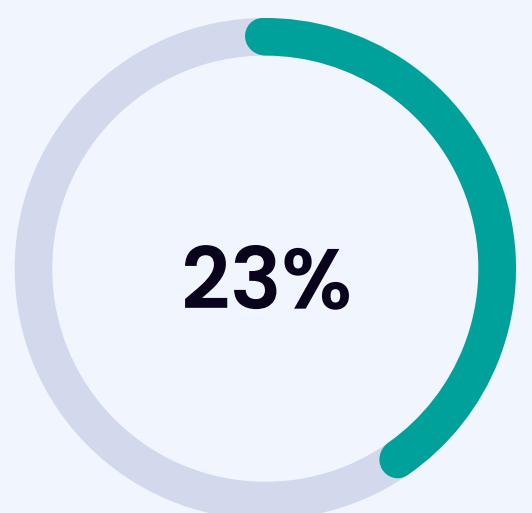
TECH AMENITY

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



CONTACTLESS OPTIONS

Consider it useful to avoid physical contact and improve security.

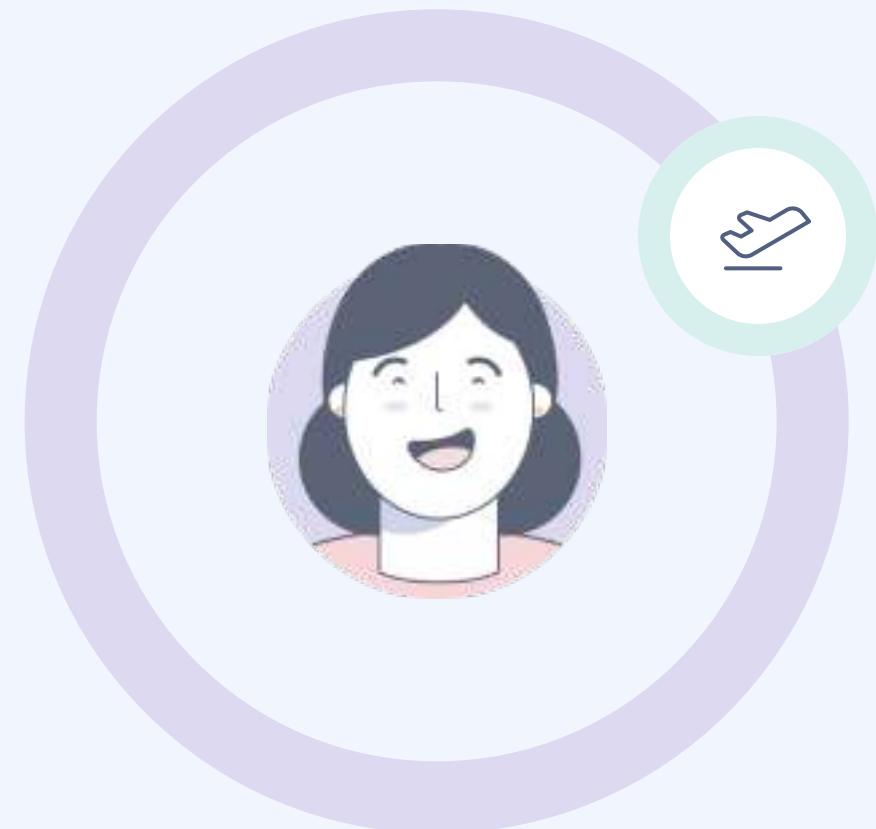


LOW DURATION

Europeans that usually travel prefer 3-night breaks.

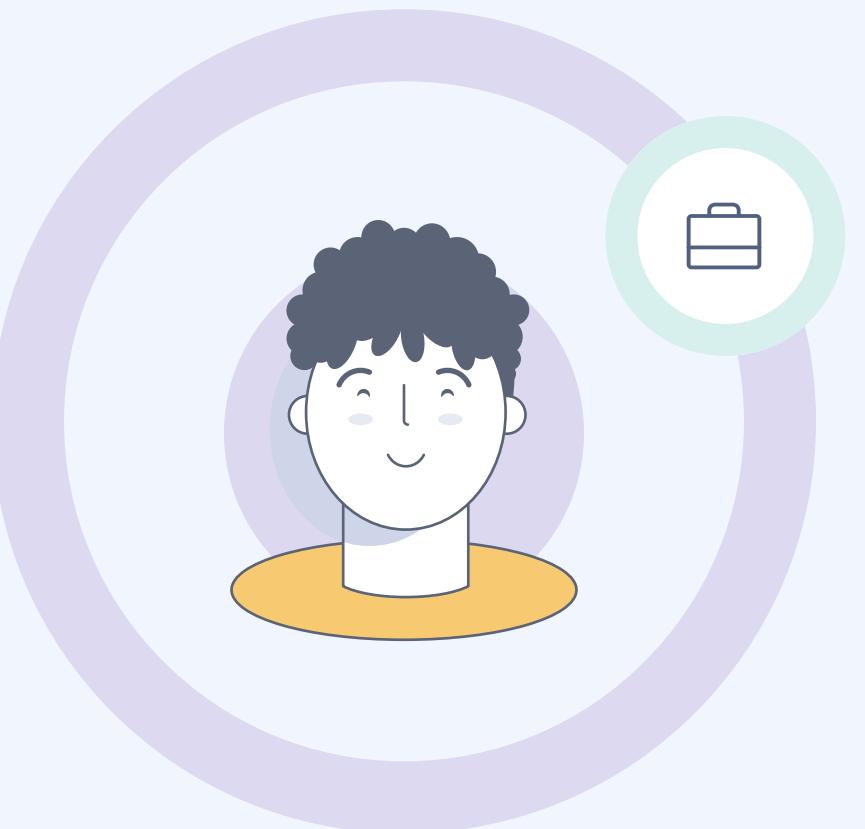
TARGET

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



SMART TRAVELLER

25-45 years
European
Medium-high education
Digital adopted

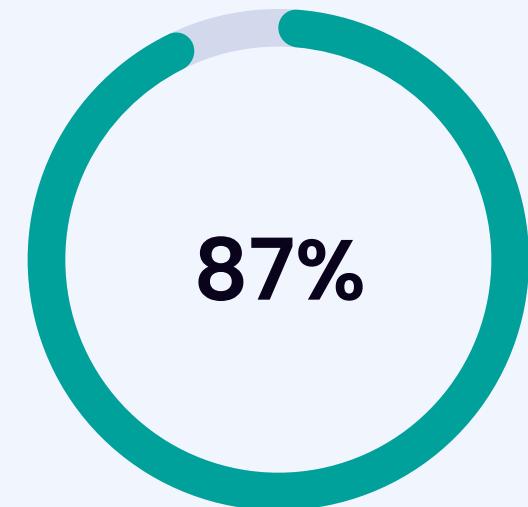


BUSINESS TRAVELLER

25-45 years
European
Medium-high education
Digital adopted

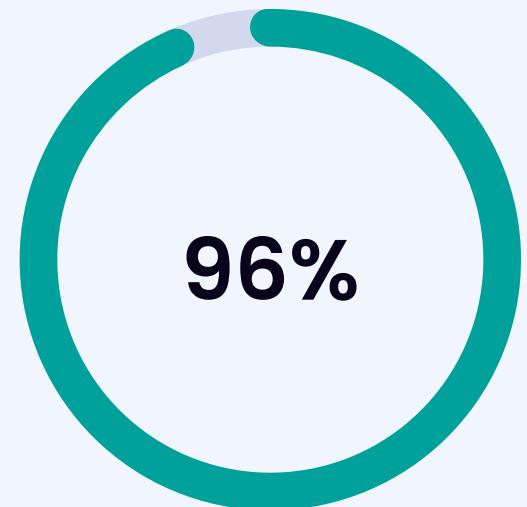
SURVEYS RESULTS

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



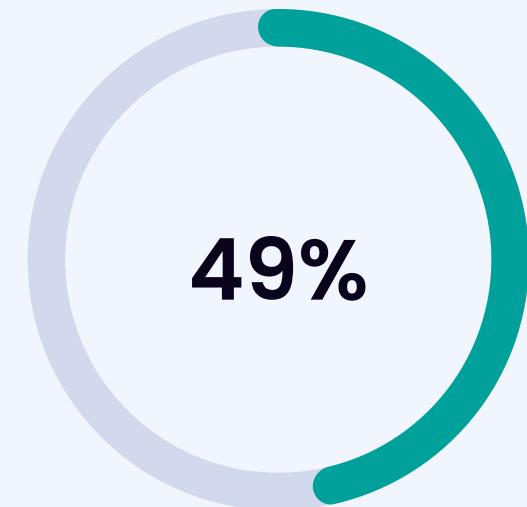
AGE

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



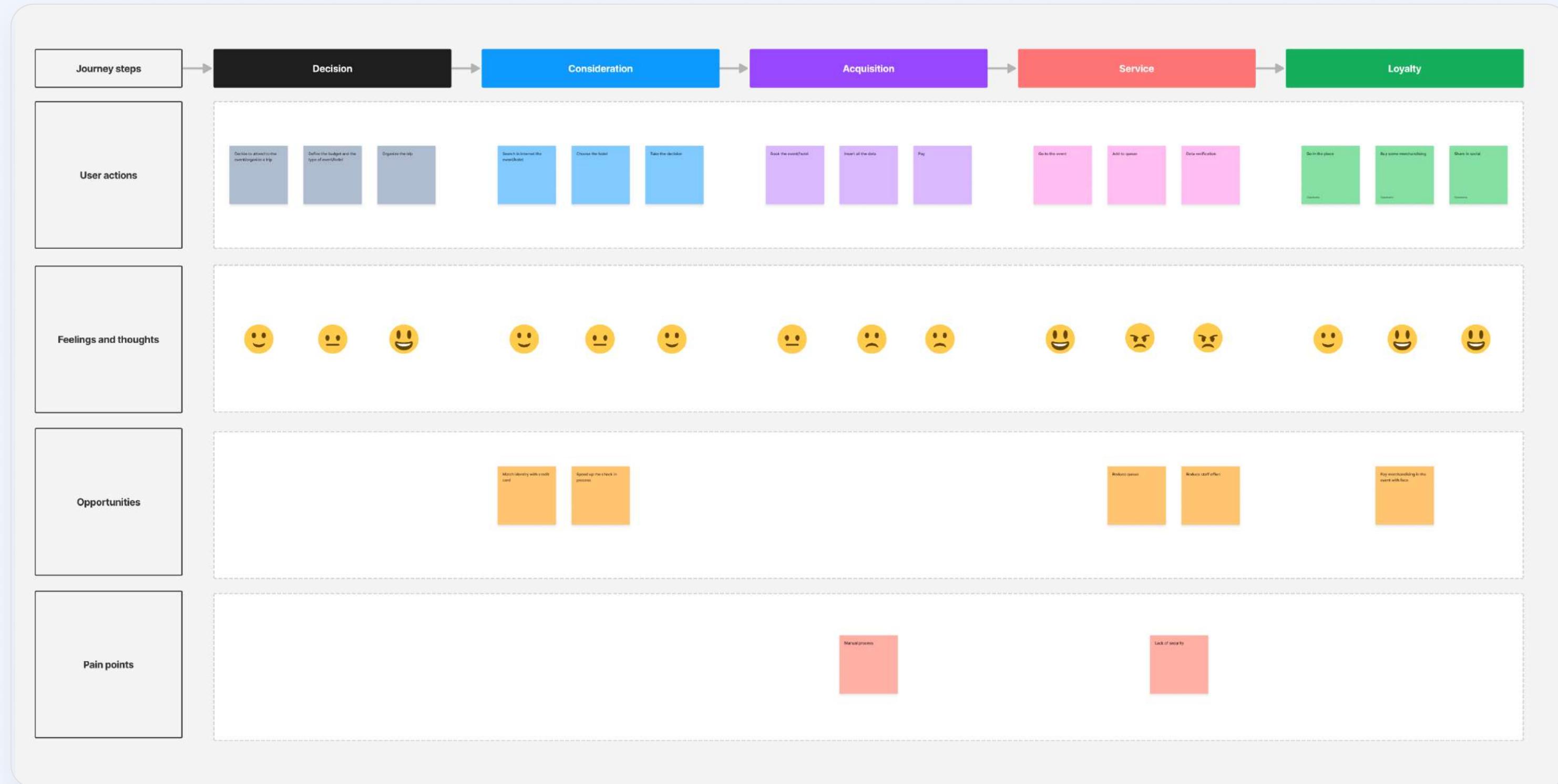
HABITS

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



DURATION

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

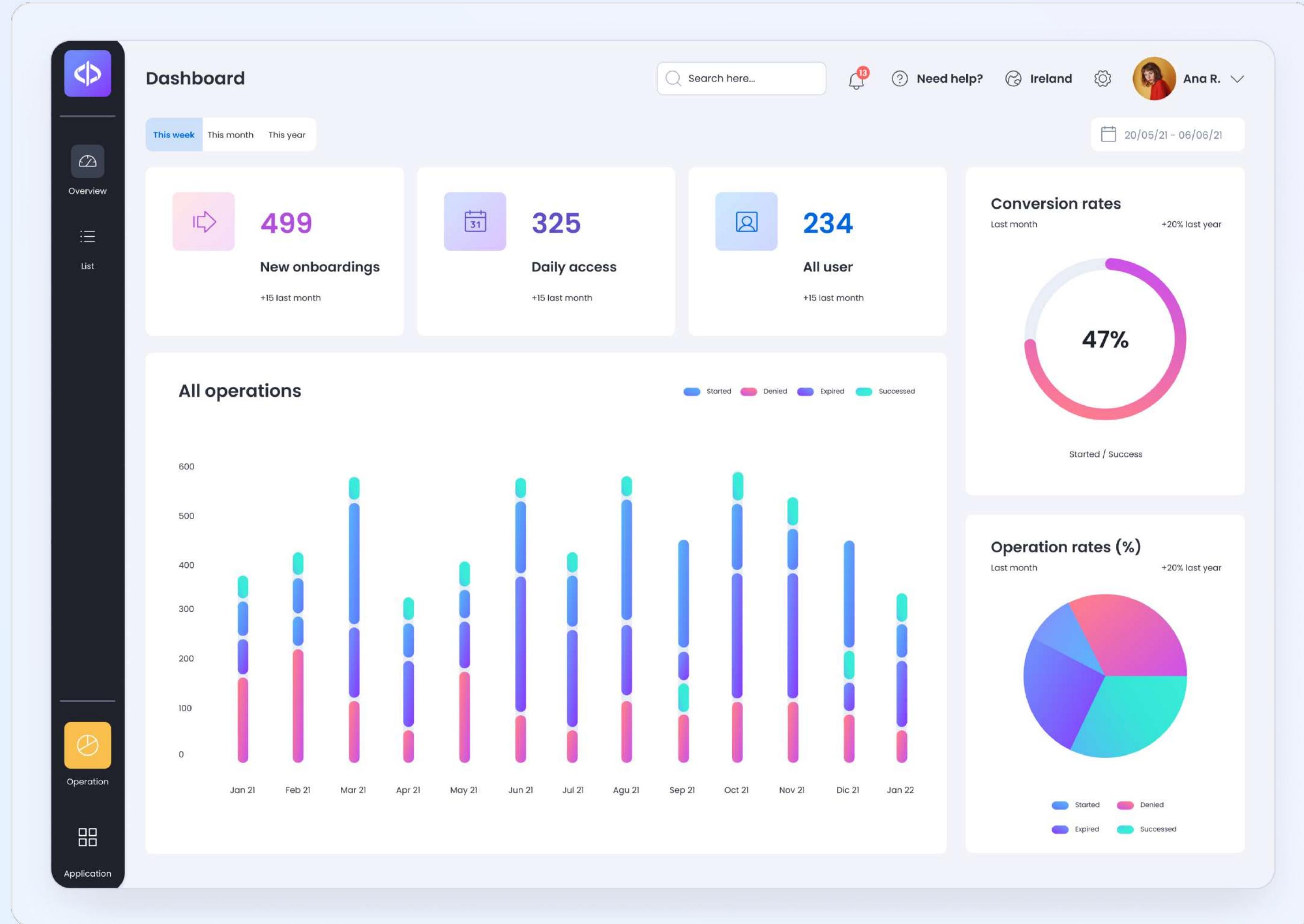


RESEARCH

User journey mapping

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

ID Platform



THE OVERVIEW

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

COMPANY Facephi YEAR 2021-2023

THE CHALLENGE

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

RESEARCH METHOD



Desk research



Information Architecture



User interviews



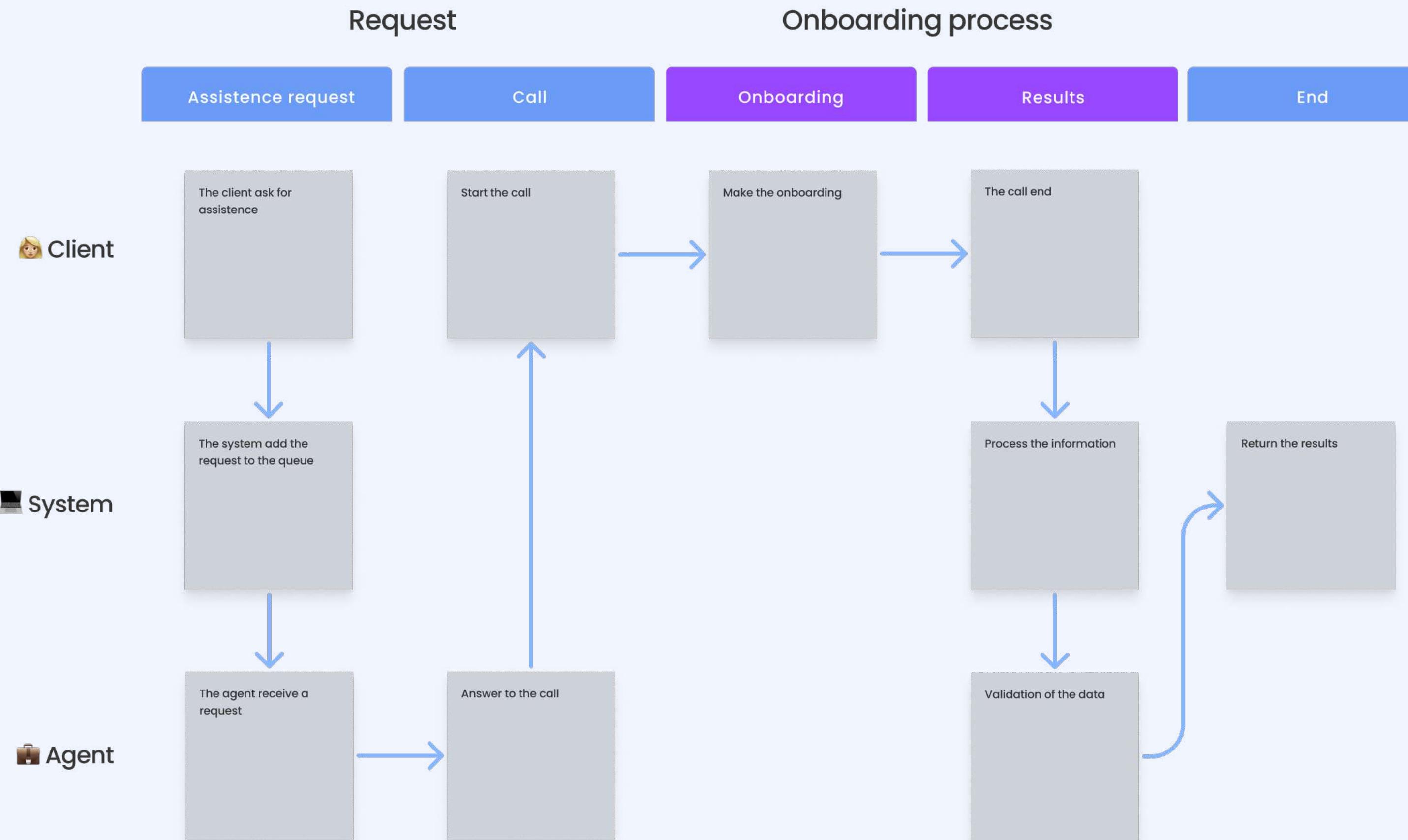
Usability test

THE SOLUTION

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

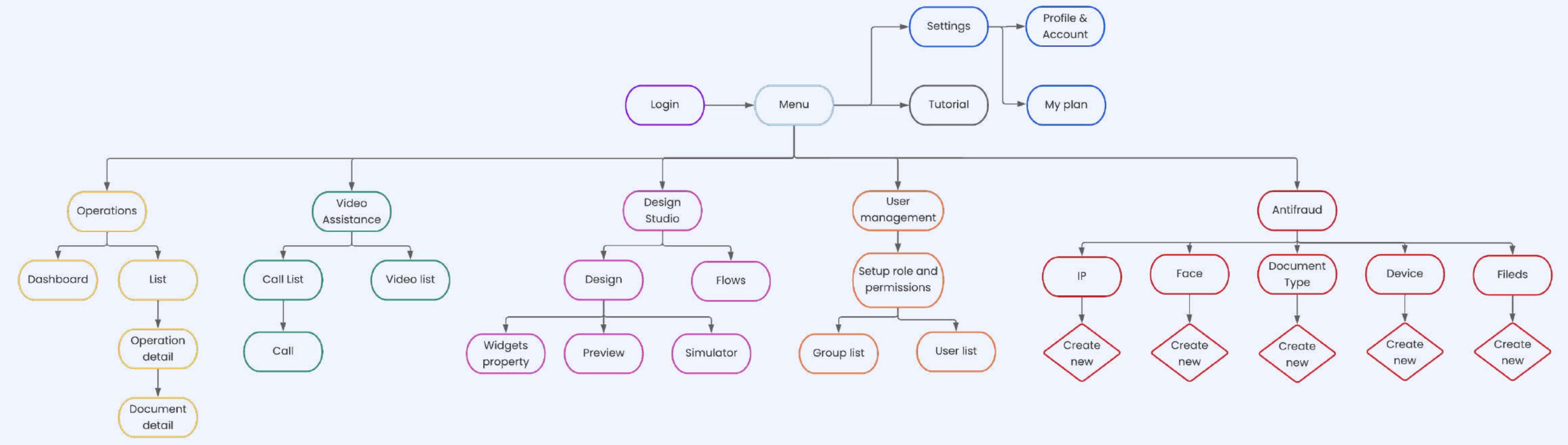
TOOLS





Service blueprint

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



RESEARCH

Information architecture

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

RESULTS IN NUMBERS

REVENUES

Signed a contract with a big bank of LATAM and started launch the product.

1.4 M

CONTRACT

MARKETS IN NEW COUNTRIES

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

3

COUNTRIES

GROW COMPANY SIZE

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

2X

EMPLOYEES IN ONE YEAR

Sesame HR App



THE OVERVIEW

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

COMPANY Sesame HR YEAR 2021-2023

THE CHALLENGE

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

THE SOLUTION

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

RESEARCH METHOD



Market research analysis



Information Architecture



Prototyping



Usability test

TOOLS





THE OVERVIEW

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

COMPANY Cecotec YEAR 2019-2020

THE CHALLENGE

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

THE SOLUTION

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

RESEARCH METHOD



Market research analysis



Information architecture



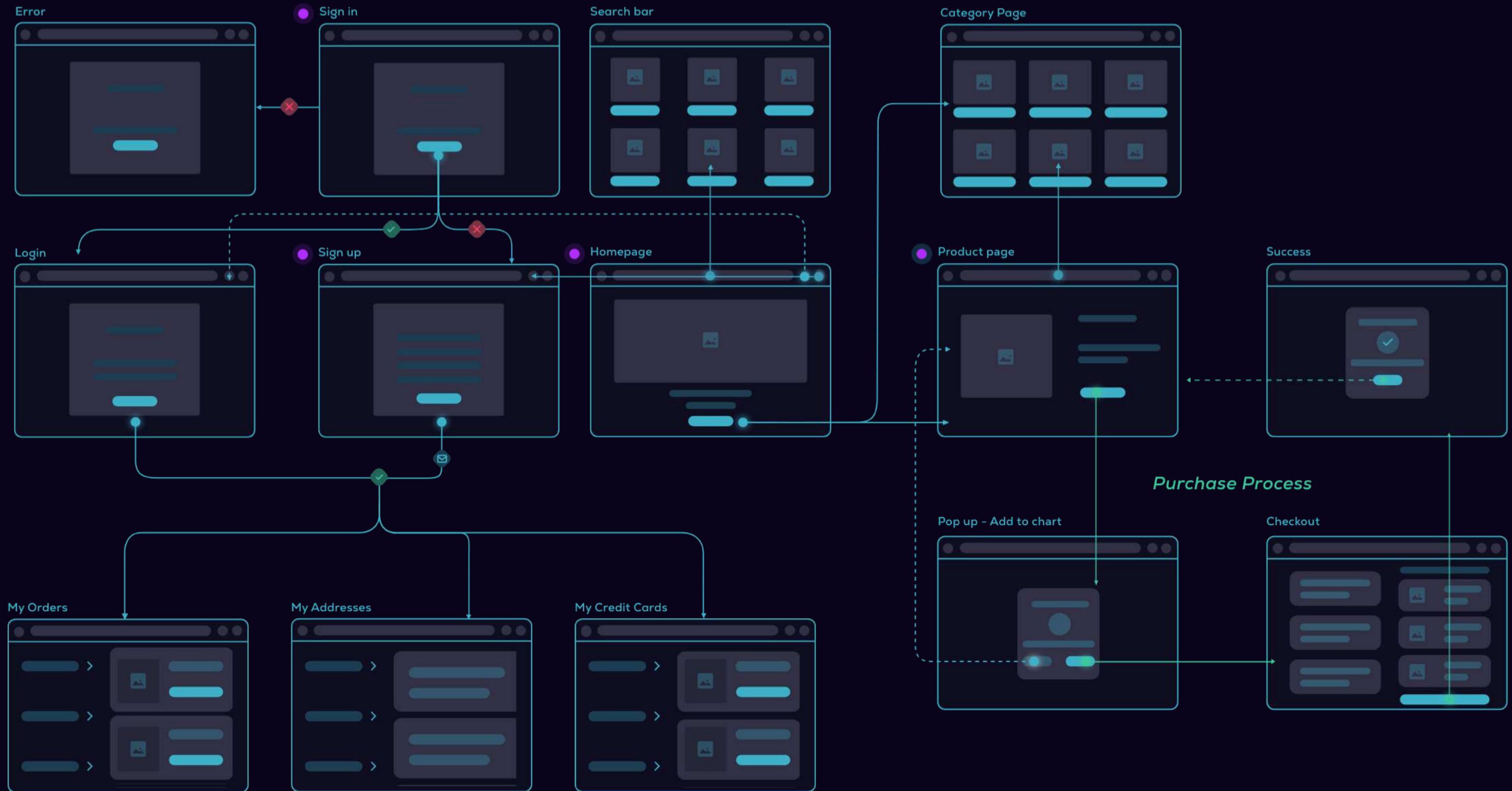
Prototyping



Usability test

TOOLS





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 envío

Nombre	Apellido
Calle	Población
Provincia	Código postal
País	Teléfono

Envío

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
Número tarjeta de crédito	Fecha de caducidad	CVV

RESUMEN

Mambo Negro	199,90€	- 10 +
Fecha de entrega estimada: 24/04/19		
Cupón 02345467 Valido desde 13/04/19 hasta 21/04/19 Descuento 10%		
Código cupones	AÑADIR	
También te puede interesar		
Forcetitanium	199,90€	COMPRAR

Gastos de envío 0€

Total compra 2.043€

FINALIZA PEDIDO

RESUMEN

Mambo Negro	199,90€	- 10 +
Cupón 02345467 Valido desde 13/04/19 hasta 21/04/19 Descuento 10%		
Código cupones	AÑADIR	
También te puedes interesar		
Forcetitanium	199,90€	COMPRAR

Gastos de envío 0€

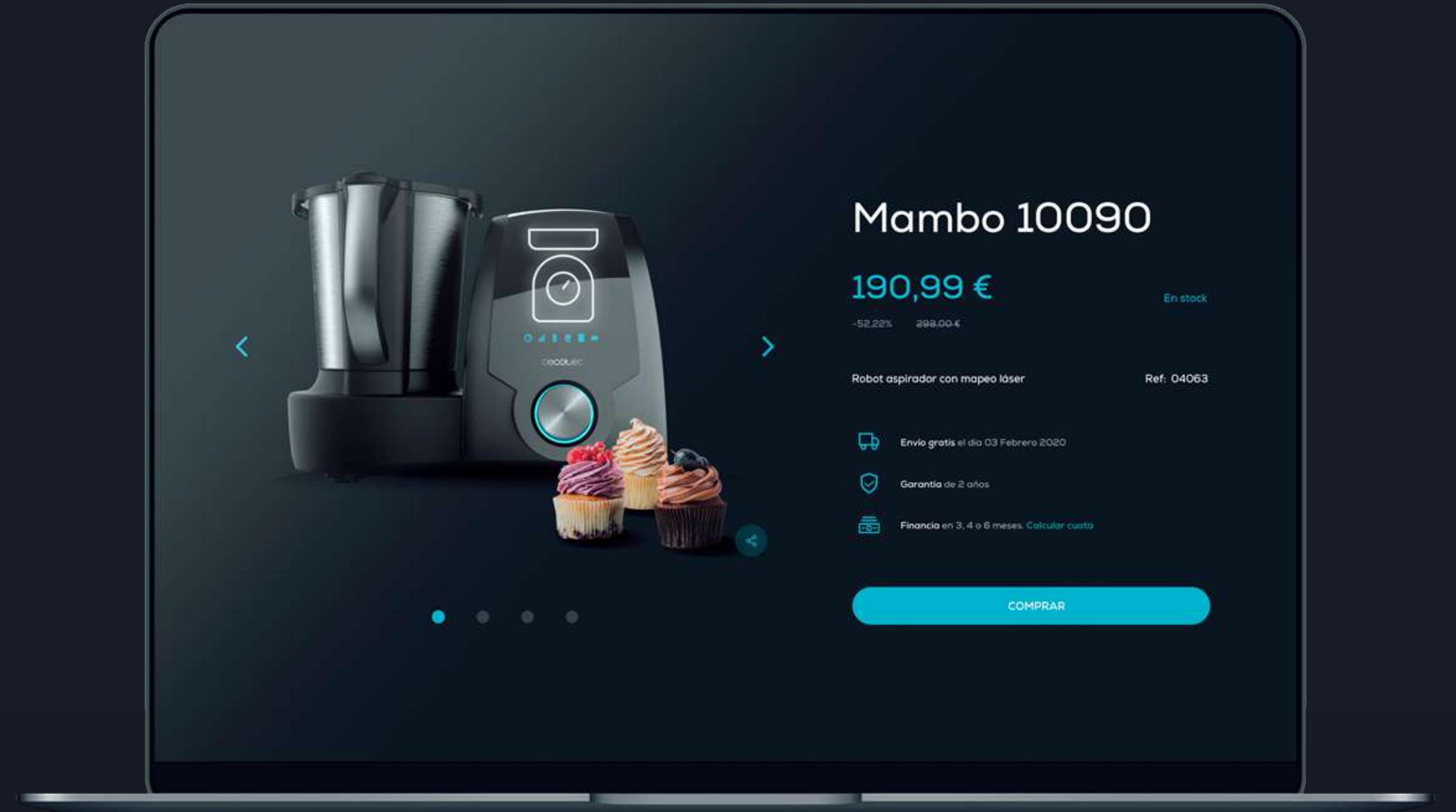
Total compra 2.043€

FINALIZA PEDIDO

UI INTERFACE

Shopping chart

Responsive design of the shopping chart.



UI INTERFACE

Product Page

Detail of a core product page.

VALUES



EFFECTIVE AND FAST

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



INNOVATIVE

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



TEAM PLAYER

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



LET'S WORK TOGETHER



d.acquaviti@gmail.com



+34611413179

FOLLOW ME

