UI/UX Designer
& Frontend Developer

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Selected projects

Athena, E-commerce product manager
syncai.ch/athena

› Built the frontend for product monitoring, repricer analytics, shipping rules, and data health.

› Developed advanced filters, interactive data tables, charts, and role-based access.

› Integrated the frontend with the backend, ensuring smooth data handling and performance.

› Added automated tests and integrated them into the CI/CD pipeline.

Themis, Swiss AI legal assistant
themis.legal

› Cofounded and launched an AI assistant for lawyers with multilingual search and AI summaries.

› Led design, development, and marketing: branding, landing page, campaigns, and analytics.

› Built auth, roles, subscriptions, and automations with Firebase, Stripe, and Cloud Functions.

Alpes Vivantes website
alpesvivantes.ch

› Built a public site with custom CMS for events, shop, donations, and publications. Designed a role-based backoffice and a cohesive visual identity.

› Enabled 50+ members to publish content independently.

Education

Computer Science Engineer   Oct 2023 → Present
42 Lausanne

› Built core projects like Webserv (HTTP server in C++) and Minishell (Unix shell in C)

› Learned through peer-to-peer, project-based work.

Federal VET Diploma in Media   2017 → 2021
CPNV in Ste-Croix

› Branding, web design, motion design, digital marketing

Experience

SyncAI SA   Jun 2024 → Present
Cofounder

› Co-founded a startup building AI-powered SaaS tools for Swiss SMEs (Athena & Themis).

› Led frontend design & development, shaping UX, UI systems, and product delivery.

› Shaped product strategy and MVPs, validating with users and launching to market.

MiPasa   Dec 2022 → Jul 2024
UI/UX Designer (Remote)

› Owned and expanded the design system, enabling faster and more consistent development.

› Improved UX of 15+ critical features, boosting adoption by non-technical users.

› Built dashboards and reports on DeFi/crypto, showcasing product value.

› Designed and delivered new landing pages.

Truelevel SA (Swapbox)   Sept 2021 → Jan 2024
UI/UX & brand designer, Copywriter (Remote)

› Established the Swapbox brand identity

› Developed a versatile design system for multi devices

› Led the UI/UX of the admin dApp, user interface and Swapbox website

› Created motion design videos

› Designed, wrote and built the documentation website

› Authored articles on Swapbox, crypto and ATMs and stablecoins topics

› Contributed to a stablecoins market analysis

› Designed various visuals for Twitter posts, banners, covers, etc

Skills

Typescript, React, Docker, Gitlab
Figma, Adobe CC

Language

English Fluent
French Native

Interests

Fitness, Calisthenics, Skiing
Finance, portfolio management

lucaferro.ch