I created this page using a micro design system. <u>Inspect it here</u> if want to know more about my process.

Gianluca Gini
Lead product designer

About me

I'm Gianluca Gini, a coding-loving product designer at Soldo, and the creator of Geenes.app

Experience

Soldo - London, UK

Lead Product Designer   2018 — Present

- Designed features for web and mobile B2B fintech products used by a diverse user base. Increased product usability surpassing industry averages.
- Led the design team's growth from 1 to 14 designers. Achieved high team retention rate with an average tenure of over 3 years.
- Established and grew the company's design system, encompassing UI components, UX patterns, workflows, leading to increased consistency, design speed, and cross-functional collaboration.
- Championed a design thinking approach prioritizing user research & iterative design. Established design critique channels for knowledge sharing and team growth.

Senior UI/UX Designer   2015 — 2018

- Owned all aspects of the design process for web features, including user flows, research, prototyping, and animation.
- Collaborated with stakeholders to ensure designs met user needs and business goals.
- Delivered high-fidelity prototypes for usability testing and development handoff.

Real Fun Games, London, UK

Graphic designer, Motion designer   2012 — 2015

- Ideation & creation of graphic assets for UI heavy video games.
- Animations and visual effects

Studio ProDesign, Milan, Italy

Graphic design, Motion designer   2010 — 2012

- Designed compelling visual content for magazines, books, CD covers, and billboards for national and international artists.
- Contributed to small video productions, including behind-the-scenes work.

Education

Executive Master IULM

Digital Entertainment Media & Design
Milan - Italy, 2009-2010

B.A. Politecnico di Milano

Communication Design
Milan - Italy, 2006-2009

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geenes.app

Skills

UI Design

UX Design

Prototyping

Design Strategy

Coding

Team Leadership

UX Research

Motion Design

Certifications

LinkedIn Skill Assessment

Css (top 5% out of 2.6M)
Html (top 15% out of 4.1M)
Javascript (top 15% out of 2.1M)