# James Ciclitira





Product and Industrial Designer based in Berlin, designing meaningful experiences using usercentred design practices with the end goal of understanding customers needs and designing products that creatively resolve their problems.

### EXPERIENCE

### **Product Designer**

Coup • March 2019 - Present

Coup is a eScooter sharing platform operating in Berlin, Madrid  $\delta$ Paris. Responsibilities Wireframing, User research, User testing, Interface design

### **Product Designer**

Vivy • October 2017 - March 2019

Vivy is a digital health record securely storing encrypted medical info. Responsibilities: User interviews, card sorting, storyboarding, wireframing, Interface design, Usability studies

### Freelance Proudct $\delta$ Web designer

YunoJuno, Quidco, Numilli, Suggestv - • 2015 - 2017

Duing this time I contributed as a freelance consultant in the disciplines of research, design and web development for companies such as

## **Product Designer**

CrowdScores • September 2015 - January 2017

CrowdScores is a real-time sports data application. Responsibilities included improving the existing product, researching and developing new features, conceptualising ideas and prototyping.

#### **EDUCATION**

The University of Edinburgh • 2011 - 2015 Industrial and Product Design- 2:1 BA(Hons)

#### DESIGN SKILLS

Sketchina UI/UX Desian Interaction Design Prototyping User Research Design Research CAD

#### **DESIGN TOOLS**



Sketch



Figma



Illustrator



Photoshop



Principal



Rhinoceros

#### DEVELOPMENT



HTML



CSS



ReactJS