



Portfolio: orianaarnone.com

ORIANA ARNONE

SENIOR PRODUCT DESIGNER

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Profile

A versatile designer with strong problem solving skills.

Product Designer with **4.5 years** crafting innovative digital experiences.

Expert in **end-to-end feature design**, from user research to front-end implementation.

Specialized in **e-commerce**, **fintech**/payments (Banca Mediolanum), **accessibility** standards, and **AI**-powered solutions.

Languages:

ENGLISH B2: TOEIC Certification

ITALIAN: Mother tongue

Skills

Core Competences

Product Strategy & Innovation: Aligning user needs with business goals to pioneer innovative solutions.

End-to-End UX/UI Design: User Research, Wireframing, Prototyping, Usability Testing.

Data-Driven Design: Using qualitative and quantitative data to inform design decisions.

Design Systems: Creating and maintaining scalable components for product-wide consistency.

Accessibility & Inclusion: Auditing and designing for WCAG 2.1 standards.

Mentorship & Collaboration: Guiding a junior designer and working with cross-functional teams.

Tools & Technologies

Design & Prototyping: Figma (Expert), Adobe XD, Sketch, Miro.

Front-End: HTML5, CSS3 (Bootstrap, Foundation), JavaScript.

Creative Suite: Photoshop, Illustrator, Premiere.

Prototyping & More: Unity, Arduino, 3D Modeling, Wordpress, Shopify.

Work Experiences

OFFICINA IDEE

April 2023 - Present

Head of Design

Drove the end-to-end design lifecycle with full autonomy, from user research and user experience analysis to final delivery and front end implementation.

Provided mentorship and hands-on guidance for a junior designer, teaching essential skills like Figma prototyping and design system creation.

Championed accessibility, conducting audits and implementing solutions based on WCAG standards to create more inclusive products.

OFFICINA IDEE

May 2021 - April 2023

UX/UI Designer

Pioneered innovative e-commerce strategies and interactive features to solve unique client challenges and enhance user engagement.

Acted as a strategic partner for clients, translating complex business needs into intuitive and user-centered e-commerce solutions that met key business goals.

INTESA SANPAOLO

September 2020 - March 2021

Analyst

Followed the international project of the digitalization of VUB Bank, acquiring great problem solving skills.

Analyzed user flows and identified critical bugs of the new Intesa SanPaolo app before the official launch.

GRUPPO MEDIASET WORKSHOP

May and June 2020

UX and Interaction designer

Designed a possible application of a 360° technology in the media sector.

BANCA MEDIOLANUM WORKSHOP

February 2020

UX and Interaction designer

Designed an innovative bank experience for Gen Z and Millennials.

Certifications & Education

STANFORD UNIVERSITY

2020 - 2021

Machine Learning

Certification ID: Coursera EY7Y5A3YC9ZU

POLITECNICO DI MILANO

2018 - 2021

Master of Science in Digital and Interaction Design

POLITECNICO DI MILANO

2015 - 2018

Bachelor degree in Product Design