

*A **versatile Product Lead** with proven expertise in driving the development of interactive products. My distinct value proposition lies in the seamless fusion of **UX/UI Design skills**, a **solid technical programming foundation**, and a **strategic Product Management mindset**. I am highly specialized in **gamification** and **audio** software, with hands-on experience in **AI**, **LLMs**, and **Computer Vision**. This unique blend allows me to effectively bridge the gap between design, technology, and business, ensuring the delivery of impactful and user-centric products.*

PROFESSIONAL EXPERIENCE

Synergeticon GmbH — UX/UI Designer & Product Owner

MAY 2023 - JUNE 2025

- As a hybrid professional, I led the design and product strategy for an **AI** and Computer Vision-based **SaaS** platform, serving as the key liaison between external project requirements and the development team.
- **Drove the product strategy** and **development roadmap** for an AI platform, managing over 20 new features and their release timelines.
- **Facilitated cross-functional collaboration**, acting as a bridge between developers and project managers. I managed work between **frontend** and **backend** teams, ensuring **strategic alignment** and a fluid development process.
- Designed and **maintained a scalable Design System**, optimizing the development team's workflow and enhancing the overall user experience of the offered solutions.
- **Collaborated** closely **with developers on code reviews** (VueJS, Python, Go, Rest API, and GraphQL), providing feedback and ensuring optimal implementation of design solutions. I also **oversaw industrialization** and **versioning** practices in Docker and GitHub.
- Led the development of **AI-driven solutions** in sectors such as logistics, aerospace, automotive, manufacturing, and green energy.
- Worked on projects with partners including **Volkswagen**, **AIRBUS**, **Lufthansa Technik**, **BMW**, and **HVV**, and contributed to various German government projects: **Aerospace-X**, **DIAMOND**, **Smartromain**, **SMILE**, **IPrefer**, **Digipro2Green** e **Zirkel**.

Versy FZCO — Head of Design & Product Experience

NOVEMBER 2022 - MAY 2023

- I guided the **design strategy** and **brand identity** for a startup, curating the end-to-end user experience and contributing to business growth in a key leadership role.
- Defined the **brand identity and awareness**, managing design for the web presence, social media, and marketing content to attract new investors.
- Acted as the lead for user experience, designing interactive interfaces and flows for a **no-code editor** platform in the metaverse, utilizing a **Unity** and **WebGL** environment for eCommerce.
- Managed the **quality assurance (QA) testing** of new features, conducting tests to ensure product

integrity and a seamless user experience.

Singe Holdings, LLC — Digital Marketing Intern

OCTOBER 2022 - DECEMBER 2022

- I created and optimized digital assets and marketing campaigns. **Conducted market research** and **competitor analysis** to identify new opportunities for growth and optimization.
- Developed and **scheduled social media content** and multi-channel marketing campaigns.
- Assisted in **UX/UI improvements** to optimize the user experience on digital assets

Freelance Self-Employed — Web Designer / UX Designer / Graphic Designer

JANUARY 2015 - CURRENT

- Collaborated with many clients, from small start-ups to important public institutions: among them, I created a website for an **International Veterinary Hub** for the **University of Liverpool**.

EDUCATION

Master's Degree in Piano Jazz, Messina — “A. Corelli” Conservatory

OCTOBER 2019 - JULY 2022

GPA Max | 110/110 Summa cum Laude and Honours

Master's Degree in Jazz Composition, Messina — “A. Corelli” Conservatory

SEPTEMBER 2018 - OCTOBER 2019

GPA Max | 110/110

CERTIFICATIONS

Fastweb Digital Academy

SEPTEMBER - OCTOBER 2022

UX/UI Design, UX/UI Gamification, UX & Psychology, Design System

ESB Level 2 Certificate in ESOL International All Modes (C1 CEFR)

MAY - NOVEMBER 2022

LinkedIn eLearning

JULY - AUGUST 2022

User Experience:

Become a User Experience Designer;
Empathy in UX Design;
Layout and Composition - Advanced;
User Experience for Web Design.

Tools & Software:

Adobe Illustrator for Web Design;
Figma for UX Design; Miro for UX.

Audio & Sound Design:





Audio Design for Interactive
Projects;
Audio Mastering Techniques;
Produce Audio for Interactive
Projects;
Sound Design for Motion Graphics.

Product Management:

Build Your Critical Thinking Skills;
Better Judgment and Decision-Making;
Systems Thinking for Product Designers;
Developing Your Creativity as a Leader;
Agile Methodologies.

SOFTWARE & TOOLS

Productivity & Collaboration:

-  Google Suite - *Expert*
-  Jira - *Expert*
-  Confluence - *Expert*
-  Miro - *Expert*

Design & Prototyping:

-  Microsoft Office - *Expert*
-  Adobe Creative Suite - *Expert*
-  Sketch - *Proficient*
-  Figma - *Expert*
-  Webflow - *Expert*












Audio & AI:

-  Reaper - *Expert*
-  ComfyUI (Generative AI) - *Expert*
-  Llama Prompt Engineering - *Expert*
- AI Training, Dataset Creation - *Proficient*

TECHNICAL ACUMEN


My technical expertise is centred on a deep understanding of systems, enabling effective collaboration. I am skilled in code review and working closely with development teams to identify issues and ensure the optimal implementation of design solutions.


Languages & Technologies:


-  HTML - *Proficient*
-  CSS - *Proficient*
-  VueJS - *Competent*
-  Javascript - *Competent*
-  Python - *Competent*
-  C# - *Competent*
-  C++ - *Novice*
-  Neo4J - *Novice*
-  SQL - *Competent*
-  Node.JS - *Competent*
-  Golang - *Novice*

LANGUAGES

 **Italian C2** - *Native Speaker*

 **English C1** - *Fluent/Full Proficiency - Oxford Certificate*

 **German A2** - *Good reading & listening understanding*

 **Spanish A2** - *Good reading & listening understanding*

CORE COMPETENCIES

Product Strategy & Vision:

- Roadmap Development
- Market Analysis
- Competitor Analysis
- Objective Definition

Backlog & Prioritization Management:

- Task Creation and Management
- Requirements and User Stories
- Prioritization Methods (RICE, Kano)
- Sprint and Release Planning

Agile methodologies & team leadership:

- Agile, Scrum, Kanban
- Management and moderation of organizational meetings (Daily Scrum, Review, Retros)
- Cross-functional collaboration and communication

User Research & Analysis:

- Conducting Qualitative Research
- Conducting Quantitative Research
- Creating Personas and Customer Journey Maps

Architecture & Information Design:

- User Flow Development
- Wireframe Creation
- Interactive Prototype Design
- Visual Design and Interaction

User Interface Creation

- Design and Usability Principles
- Design System Creation and Management
- Interaction Design
- Typography and Colour Theory

Testing & Validation

- Conducting Usability Tests
- Analysis and Interpretation of User Feedback
- A/B Testing