

Product Designer specializing in web design and SaaS UI/UX. Experienced in building conversion-driven interfaces, scalable design systems in Figma, and brand experiences that generate measurable revenue. Currently leading design initiatives for digital and medical brands across Europe and North America.

Experience

Lead designer **Apollonia Consulting**
Sept 2023 - Present

Took ownership of brand design and marketing development. Generated dozens of leads for the agency and its clients, yielding hundreds of thousands of euro in high-ticket sales.

Lead designer **Hostral**
Dec 2022 - Present

Worked directly with the lead developer to create a lean design system for a server-hosting web app. Validated the idea with marketing campaigns that reached 13% CR with cold traffic and simulated a 5x ROAS.

UI/UX & Ad creative designer **Muutos Digital**
June 2025 - Present

In charge of designing brand collateral for agency clients, ranging from ECom websites to direct response ad creatives, all optimized for conversions and revenue generation.

Graphic designer & illustrator **Freelance**
2017 - Present

Freelance work that set the foundation for what I currently do.

Education

Università Degli Studi di Urbino
Urbino, Italy - Class of 2024

Bachelor's degree in Political Science and Economics

I.T. Bramante-Genga
Pesaro, Italy - Class of 2020

Diploma in construction & environmental engineering

Skills

UI/UX Design
Product Design
Brand strategy
Marketing design
Funnel building
Copywriting

Toolkit

Figma
Photoshop
InDesign
Premiere Pro
Illustrator
HTML + CSS