

product designer with 4 years of experience in design, 10 years in SaaS. Currently working in the developer experience space & growing my coding skills

- [LinkedIn ↗](#)
- [hello@simoparaschi.io ↗](mailto:hello@simoparaschi.io)
- [www.simoparaschi.io ↗](http://www.simoparaschi.io)

.work experience

Sonar

B2B SaaS ▪ Enterprise

Code quality & security tool

Jan 2023 - present

Remote Copenhagen

- Product Designer

Part of delivering the new Enterprise offering & identity and access management features, helping secure enterprise acquisitions and new business. [Read more.](#)

Optimized the pull request workflow, improving visibility into technical debt and reducing issue assessment time for developers. [Read more.](#)

Natural Cycles

B2C SaaS ▪ HealthTech

Digital birth control app

Nov 2021 - Nov 2022

Remote Stockholm

- Product Designer, growth

Increased the share of new paying users by 13% and the conversion to registration by 10% through a series of a/b tests and iterative UX optimizations. [Read more.](#)

Freelance

SaaS EdTech ▪ IoT Design

Sept 2020 - Nov 2021

Amsterdam

- Product Designer

Designed an educational platform to help refugees get access to higher education. Winning concept of [deploy\(impact\)](#).

Designed and implemented CineCube, a modular set of cubes inside the cinema hall that explores the topic of connectedness in the urban space. [Read more.](#)

Hootsuite & UiPath

B2B SaaS ▪ Enterprise

2015 - 2019

Bucharest

- Enterprise Support

Improved the Customer Experience of Enterprise and SMB customers by communicating feedback on features and sharing pain points with the Product team.

Customer Satisfaction score of over 97% throughout my tenure.

.skills

End-to-end design

Led end-to-end design processes, from very early-stage discovery through implementation.

Systems thinking

Broke up the complexity of systems by mapping objects and their relationships & worked with and contributed to design systems.

User research and data

Conducted evaluative qualitative research and leveraged data to ship UX optimizations in an iterative manner.

Web development

Created a [Ruby on Rails fact-checking app](#) and extension using the OpenAI API.

.education

Web development

February 2025

[Le wagon, online](#)

MSc Digital Design

2020 - 2021 ▪ Cum Laude

Amsterdam University of Applied Sciences.

MSc Business Mngmt

2011 - 2016

IESEG Business School, Lille