

# Mirko Tocco

## Lead UX/UI Designer

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[portfolio.website](#)

### OVERVIEW

With 12+ years in the industry, I've helped shape an early-stage SaaS product from the ground up. I focus on designing systems that drive efficiency, scalability, and meaningful business impact.

### WORK EXPERIENCE

#### Eventogy - Lead UX/UI Designer

JAN 2024 - PRESENT, LONDON, UK

- Designed and launched an **event management SaaS platform**.
- **Led MVP and post-launch** improvements, enhancing product strategy.
- Designed concepts for new **AI features** to boost productivity.
- Built a **scalable design system** and optimised team workflows.
- Collaborated with **leadership** to align design with strategy.
- **Mentored junior designers** and supported key side projects.

#### GroupNexus - Lead UX/UI Designer

OCT 2019 - APR 2023, LONDON, UK

- Designed a **B2B SaaS platform** for smart car park management using ANPR and machine learning.
- **Led MVP and post-launch improvements**, enhancing strategy.
- Built a **scalable design system** and streamlined collaboration with CTO, PO, and PM.
- Defined user stories and mentored designers to elevate performance.

#### Playcar - Senior UX/UI Designer

JUN 2017 - JUN 2019, CAGLIARI, IT

- **Designed and led the MVP** for a car-sharing mobile app, iterating UX based on user insights.
- Built a **scalable design system** to ensure consistency.
- **Collaborated with cross-functional teams** to align design with product strategy.
- **Delivered WCAG-compliant**, accessible experiences.

#### Playmoove - Senior UX/UI Designer

MAR 2015 - APR 2017, CAGLIARI, IT

- Designed a **SaaS platform** for car-sharing services.
- Presented solutions and **product opportunities** to stakeholders.
- **Built a design system** to streamline UI and maintain consistency.
- **Focused on user needs** and drove innovation in a startup.

[View more work experience](#)

### AI EXPERTISE

Prompt engineering

Claude

Midjourney

Gemini

Google AI Studio

ChatGPT

### SOFTWARE

Figma

Jira

Webflow

Adobe Suite

Shopify

Maze

### SKILLS

UX Research

AI prompt engineering

Accessibility/WCAG Compliance

UI Design

Mobile Design

iOS

Wireframing

SaaS

Android Design

Interaction Design

Prototyping

User Testing/Usability

### LANGUAGES

 English - professional proficiency

 Italian - first language

### EDUCATION

#### Azuni - Web Designer

SEP 2006 - JUL 2012, CAGLIARI IT

- Studied Web design and Adobe Suite.
- Won several design competitions.
- Graphic Designer internship (one month).
- 3D Designer internship (one month).