

Alessandro Di Benedetto

UX/UI & Product Designer | Accessibility-first | Design Systems & Tokens

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SUMMARY

UX/UI & Product Designer with startup leadership experience, focused on designing accessible, scalable products from discovery to delivery. I bridge UX, UI, and Service Design to create consistent end-to-end experiences, supported by Design Systems, design tokens, and clear handoff documentation. Strong in prototyping, responsive UI, and cross-functional collaboration.

SKILLS & EXPERTISE

UX / Product Design

- User-Centered Design & Accessibility (WCAG, ADA compliance)
- Service Design & End-to-End Experience
- Information Architecture & User Flows (sitemaps, card sorting, customer journey maps)
- Interaction & Visual Design (wireframes, mockups, microinteractions, responsive layouts)
- Design Systems & Design Tokens

Research & Validation

- User Research & Analysis (competitor analysis, surveys, interviews, personas, storyboards)
- Prototyping & Usability Testing (MVP validation, data-driven iterations)
- UX Writing (microcopy, CTAs, content guides)
- Conversion Rate Optimization (CRO, A/B testing, usability testing)

Process & Methodologies

- Agile, Lean UX & Design Thinking
- Cross-functional collaboration & iterative workflows

Tools & Tech

- Design: Figma, Adobe XD, Sketch, Photoshop, Illustrator
- Web / Front-end: Webflow, WordPress, Elementor, HTML/CSS, CSS Grid/Flexbox, Bootstrap
- Prototyping & Handoff: Figma, Adobe XD, Design Tokens

PROFESSIONAL EXPERIENCE

Gravitad Systems SL

01-2024 / Present

UX/UI Designer

- User-Centered Design & Research: Conducted competitor analysis, surveys, empathy mapping, and journey mapping to inform user-centric solutions.
- Prototyping & Usability Testing: Expert in Figma, Adobe XD, and Sketch, creating high-fidelity prototypes and wireframes, validated through usability testing.
- Interaction & Visual Design: Built responsive designs, style guides, and UI kits with strong visual hierarchy, animations, and microinteractions.
- Agile & Data-Driven Iteration: Applied Agile, Lean UX, and A/B testing for rapid, data-backed design improvements.
- Accessibility & CRO Focus: Ensured WCAG/ADA compliance and optimized user engagement through Conversion Rate Optimization (CRO) strategies.

Freelance

02-2023 / Present

UX/UI Designer, Web Designer

- User-focused UX/UI Designer crafting intuitive digital solutions. Skilled in Figma, Adobe XD, and Sketch for impactful wireframes, prototypes, and interactive designs.
- Strong expertise in Responsive Design, Design Systems, Mobile Design, and Information Architecture, with proficiency in User Flows and Customer Journey Mapping.
- Experienced in User Research, Prototyping, and Usability Testing, leveraging Agile, Lean UX, and Design Thinking for rapid, data-driven iterations.
- Knowledgeable in accessibility (WCAG, ADA) and usability standards, with a focus on Conversion Rate Optimization (CRO) and scalable digital products

I.M.E. - Moveis e Empreendimentos Hoteleiros

10-2022 / 01-2024

Interior Designer

- Led the design and construction of high-end custom wood furniture tailored to 5-star hotel standards, ensuring exceptional quality and craftsmanship
- Collaborated directly with hotel management and interior designers to meet their needs
- Managed the entire production process from design to delivery within budget.

Tecnárea

04-2021 / 09-2022

Interior Designer

- Led the design and production of wooden furniture for residential and commercial clients, focusing on functionality, aesthetic appeal, and durability.
- Managed production from concept to final assembly.
- Developed and produced detailed design plans, technical drawings, and prototypes, ensuring feasibility and quality at each stage of production.

GymmyG

05-2016 / 07-2020

CEO & Founder

- Founder and Owner of www.gymmyg.it website dedicated to fitness.
- Structure affiliation and negotiation of promotion (Commercial Account Managing).
- Analyze client requirements, create Marketing Plans and drove strategy development.
- Formulate comprehensive Business Plans complete with clear and actionable steps.
- Create and develop Commercial Plans in order to increase sales.
- Boost traffic to the website (Google Adv, SEM, SEO).
- Frontend and Backend management.
- Basic Frontend design(HTML5, CSS3).

PROJECTS & CASE STUDIES

[EduGov](#)

- EduGov is an accessible e-learning platform designed for public administration. It explores inclusive design at scale, featuring WCAG 2.1 AA compliance, a multi-mode color system, custom interactive controls, and fully documented end-to-end flows.

TAGS: Product Design, Accessibility, WCAG 2.1 AA, User Research, Prototyping

[Plennar](#)

- Plennar is a UX/UI case study designed in one week as a product challenge. It focuses on itinerary search, filters, and accessibility, and represents the project that led to my selection as a Product Designer.

TAGS: Product Design, Variants & Tokens, Accessibility, Design Systems, Prototyping

[MyFirsThings](#)

- MyFirsThings is an e-commerce platform designed for buying and selling products for newborns and children up to 12 years old. It offers two main sections: New Products and Pre Owned Products.

TAGS: User Research, Interaction Design, Design Systems, Prototyping, UX Writing, MVP

[Therapeasy](#)

- Therapeasy is a smart solution that simplifies therapy management. By combining AI, accessibility, and user-centered design, it turns daily health routines into a smoother, personalized experience.

TAGS: Product Design, User Research, Interaction Design, Accessibility, MVP

EDUCATION

Interaction Design Foundation (IxDF)

07-2025

Service Design: How to Design Integrated Service Experiences

- Run a service design process from start to finish.
- Apply essential service design methods such as service blueprints, business model canvases and value propositions.
- Set up a service design team and engage the entire organization in service design.

Interaction Design Foundation (IxDF)

07-2025

UX Design for Virtual Reality

- Create user-centered and immersive VR experiences.
- Conduct VR-specific user research and user testing to understand the wants and needs of VR users.
- Use narrative, emotion and sound as a design tool.
- Design user-friendly and meaningful interactions in the VR environment.
- Create VR prototypes that clearly communicate concepts and objectives to relevant stakeholders.
- Create VR case studies.

Interaction Design Foundation (IxDF)

04-2025

UX Design for Augmented Reality

- Create engaging and user-focused AR experiences.
- Conduct place research and user testing to understand the wants and needs of AR users.
- Create AR prototypes that communicate ideas and designs to stakeholders.
- Evaluate and test AR products using heuristics and usability testing.
- Leverage the opportunity of AR interfaces.
- Navigate the constraints of Augmented spaces.
- Create AR case studies.

Interaction Design Foundation (IxDF)

02-2025

AI for Designers

- Grasp the impact of AI on the design industry.
- Incorporate AI tools into your design workflow.
- Create effective prompts.
- Use the fundamentals of design for AI products.
- Brand yourself as a designer who embraces AI.
- Deliver ethical AI solutions responsibly.

Interaction Design Foundation (IxDF)

02-2025

Accessibility: How to Design for All

- Proactively incorporate accessibility into design and development processes, so that products are meaningful to and usable by all, regardless of disabilities.
- Create designs that observe and exceed official accessibility standards, therefore improving their usability for all people.

- Design and optimize products so that people with visual, auditory, cognitive and mobility disabilities are able to use assistive technologies to navigate and operate them.
- Build an accessibility program and execute it across an organization to ensure that products remain usable by all.

Corso UX Designer

02-2024 / 09-2024

UX/UI design, User Research, Interaction Design, Visual Design, UX Writing

- User Research: Competitor Analysis, Surveys and Interviews, Empathy Maps, User Personas, Storyboard, Customer Journey Maps, Minimum Viable Product, Landing Page, Testing
- Interaction Design: Heuristic Analysis, Content Audit, Card Sorting, Sitemap, User Flows, Wireframes, Prototyping, Usability Testing
- Visual Design: Visual Hierarchy, Wireframes High Fidelity, Moodboard, Style Guide, Mockups, Prototyping, Animations & Microinteractions, UI Kit
- UX Writing: Content Guide, Microcopy, UI Elements Texts, CTA, Buttons, Labels, Cloze Tests, Highlighting Tests, Usability Testing

Zero To Mastery Academy

08-2023 / 01-2024

Complete Web & Mobile Designer: UI/UX, Figma, +more

- Mobile Applications, User-Centered Design, Prototyping, Visual Design, Wireframing, Figma, Web Design, User Experience Writing, Information Architecture, Graphic Design, User Interface Design, Interaction Design, UX Research, UX Writing, Customer Journeys, User Experience, User Flows, Usability Testing, Accessibility, A/B Testing, Personas, Heuristic Evaluation, Iterative Design, Design Validation, Conversion Optimization, Surveys and Interviews, Empathy Maps, Card Sorting, Minimum Viable Product, Data-Driven Design, Atomic Design, Responsive Web Design, Mobile Design, App Design, Competitor Analysis, Content Audit, Sitemap, Style Guide, Animations, Microinteractions, UI Kit, Content Guide

LANGUAGES

Italian: Mother Tongue

English: Fluent (C1)

Portuguese: Fluent (C1)

Spanish: Intermediate (B1)

Hi there! I'm Alessandro

I'm a **UX/UI + PRODUCT** designer creating digital products that put users at the heart of every interaction.

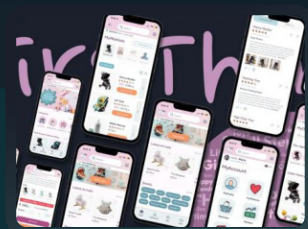


COMPLETE DESIGN PROCESS

I turn bold ideas into meaningful digital experiences through:

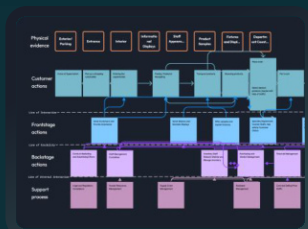
PRODUCT DESIGN

- Product thinking & MVP definition
- Feature prioritization & roadmap alignment
- Design systems & scalable components
- Cross-functional collaboration
- Rapid prototyping & validation



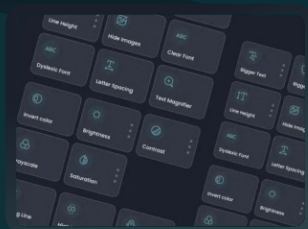
SERVICE DESIGN

- Service blueprinting & journey mapping
- Frontstage/backstage orchestration
- Co-creation workshops with users/stakeholders
- Before-during-after scenario design
- Complex flow modeling & role mapping



ACCESSIBILITY

- WCAG & ARIA implementation
- Color contrast & readability testing
- Semantic HTML & focus order
- Screen reader optimization
- Accessible forms & input



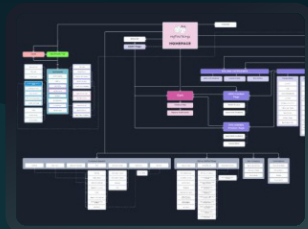
USER RESEARCH

- User interviews & usability testing
- Survey design & analysis
- Persona creation & empathy mapping
- Card sorting & tree testing
- Customer Journey Maps



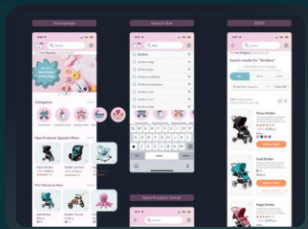
INTERACTION DESIGN

- User flows & task analysis
- Wireframes (low to high fidelity)
- Microinteractions & transitions
- States, logic, and edge case mapping
- Prototyping for validation & iteration



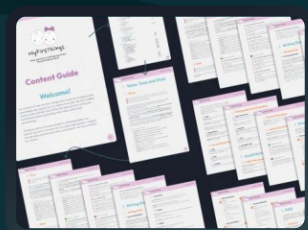
VISUAL DESIGN

- UI kits & style guides
- Color, typography, and layout systems
- Brand adaptation & consistency
- Iconography & visual storytelling
- Responsive & adaptive design



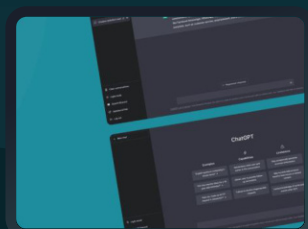
UX WRITING

- UX microcopy & calls to action
- Onboarding & empty states
- Error messages & confirmations
- Voice & tone consistency
- Content hierarchy & readability



AI-AWARE DESIGN

- Prompt design for wireframes, flows, copy
- AI-assisted UI prototyping
- Research synthesis with clustering tools
- Predictive testing (AI-based A/B scenarios)
- Ethics & inclusion in AI experiences



MY WORKS

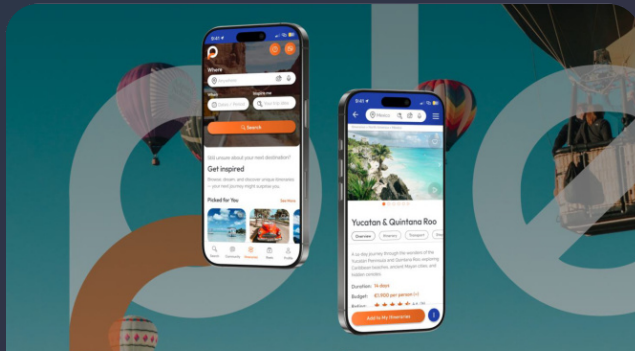
Blending usability, aesthetics, and attention
to detail in every project



EduGov

EduGov is an accessible e-learning platform designed for public administration. It explores inclusive design at scale, featuring WCAG 2.1 AA compliance, a multi-mode color system, custom interactive controls, and fully documented end-to-end flows.

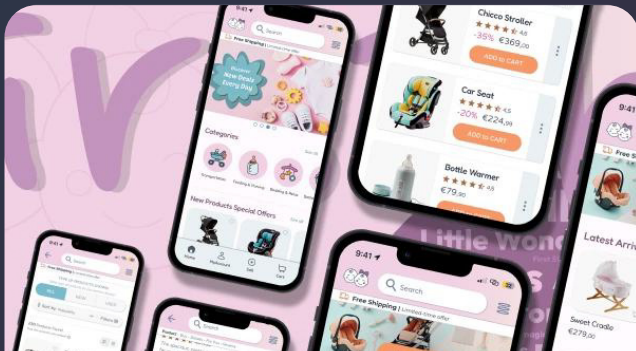
Product Design Accessibility WCAG 2.1 AA User Research
Interaction Design Prototyping



Plennar

Plennar is a UX/UI case study designed in one week as a product challenge. It focuses on itinerary search, filters, and accessibility, and represents the project that led to my selection as a Product Designer.

Product Design Variants & Tokens Accessibility Interaction Design
Design Systems Prototyping



MyFirsThings

MyFirsThings is an e-commerce platform designed for buying and selling products for newborns and children up to 12 years old. It offers two main sections: New Products and Pre Owned Products, for different user needs.

User Research Interaction Design Visual Design UX Writing
Figma Webflow



Therapeasy

Therapeasy is a smart, intuitive solution that simplifies therapy management. By combining AI, accessibility, and user-centered design, it turns daily health routines into a smoother, personalized experience.

Product Design User Research Figma Interaction Design
Accessibility Webflow

ABOUT ME

Hi! I'm **Alessandro**, a digital creative with roots in Turin and a heart in Portugal.

My career started in a completely different direction: after beginning my **studies in medicine** at the University of Turin, curiosity led me to explore new horizons. That's how I discovered my true passion for innovation and the digital world.

In **2016**, I founded GymmyG, a **fitness startup** that allowed users to find gyms, book classes and sessions with personal trainers, and purchase memberships at competitive prices. Although the pandemic brought this adventure to a halt, it was an incredible entrepreneurial experience. I learned firsthand what it means to build a project from scratch, manage a team, and face the challenges of an ever-changing market.

After closing that chapter, I embraced new challenges and moved to Portugal. Here, I continued to reinvent myself: I **built and sold campervans**, and with my first prototype, I traveled across Europe all the way to magical Cappadocia. This journey taught me one fundamental thing: I never give up, and I'm always looking for new adventures.

In **2022**, thanks to a friend, I discovered the world of **UX design**, and it was a true revelation. What started as a passion pursued in my free time turned into a vocation that now sits at the core of my professional life. I firmly believe that user experience design can make a real difference in people's lives, and my goal is to create digital products that truly put users first.



"A KEY LESSON I'VE LEARNED IS THAT EVERY PROJECT HAS THE POTENTIAL TO GROW AND IMPROVE, WHETHER IT'S A NEW STARTUP OR AN ESTABLISHED COMPANY."

MY CORE SKILLS



1. User Research & Testing

I run qualitative and quantitative research, and usability tests to reveal pain points and enhance user experience.



2. Information Architecture & Flows

I design intuitive navigation structures and user flows to optimize usability, efficiency, and task completion.



3. Prototyping & Interaction Design

I create high-fidelity prototypes with interactive elements to test, validate, and refine concepts before development.



4. Scalable UI Systems & Design

I create modular, scalable interfaces using Auto Layout, Variants, UI Kit and Design Systems to support long-term growth.



5. Accessibility & Inclusive Design

Certified in Accessibility standards (WCAG, ARIA), I ensure inclusive, high-performance, and user-friendly digital products.

Tools I Use



Figma



Webflow



Framer



WordPress



Canva



Photoshop



Illustrator

The right tools help turn ideas into great products. These are the platforms I use daily to design, prototype, and deliver quality work.

Languages & Technical Foundations



HTML



CSS



JavaScript



WCAG 2.2



ARIA Markup



GitHub

A solid technical base helps bridge design and development — making sure every idea is feasible, scalable and future-ready.

Education & Continuous Learning



INTERACTION DESIGN
FOUNDATION



corsoux.it
EULE INSTITUTE PARTNER

I invest in continuous learning to stay updated on UX, technology, and accessibility — ensuring every project meets today's standards.

Certificates



AI for Designers



Accessibility: How to Design for All



Service Design: Design Integrated Services



UX Design for Augmented Reality



UX Design for Virtual Reality

MY CONTACTS



alexdiibe.ux@gmail.com



[Linkedin](#)



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CAREER

2024-01
Current

UX/UI Designer

Gravitad Systems SL
City: Remote

- User-Centered Design & Research: Conducted competitor analysis, surveys, empathy mapping, and journey mapping to inform user-centric solutions.
- Prototyping & Usability Testing: Expert in Figma, Adobe XD, and Sketch, creating high-fidelity prototypes and wireframes, validated through usability testing.
- Interaction & Visual Design: Built responsive designs, style guides, and UI kits with strong visual hierarchy, animations, and microinteractions.
- Agile & Data-Driven Iteration: Applied Agile, Lean UX, and A/B testing for rapid, data-backed design improvements.
- Accessibility & CRO Focus: Ensured WCAG/ADA compliance and optimized user engagement through Conversion Rate Optimization (CRO) strategies.

2023-02
Current

UX/UI Designer and Web Developer

Freelance
City: Remote

- User-focused UX/UI Designer crafting intuitive digital solutions. Skilled in Figma, Adobe XD, and Sketch for impactful wireframes, prototypes, and interactive designs.
- Strong expertise in Responsive Design, Design Systems, Mobile Design, and Information Architecture, with proficiency in User Flows and Customer Journey Mapping.
- Experienced in User Research, Prototyping, and Usability Testing, leveraging Agile, Lean UX, and Design Thinking for rapid, data-driven iterations.
- Knowledgeable in accessibility (WCAG, ADA) and usability standards, with a focus on Conversion Rate Optimization (CRO) and scalable digital products.

2022-10
2024-01

Interior Designer

I.M.E. - Imóveis & Empreendimentos Hoteleiros, S.A.
City: Porto Country: Portugal

- Led the design and construction of high-end custom wood furniture tailored to 5-star hotel standards, ensuring exceptional quality and craftsmanship.
- Collaborated directly with hotel management and interior designers to meet their needs.
- Managed the entire production process from design to delivery within budget.

2021-04
2022-09

Interior Designer

Tecnarea - Indústria e Decoração, S.A.
City: Gondomar Country: Portugal

- Led the design and production of wooden furniture for residential and commercial clients, focusing on functionality, aesthetic appeal, and durability.
- Managed production from concept to final assembly.
- Developed and produced detailed design plans, technical drawings, and prototypes, ensuring feasibility and quality at each stage of production.

2016-08
2020-07

CEO & Founder

GymmyG (<https://gymmyg.it/>)
City: Torino Country: Italy

- Founder and Owner of [www.gymmyg.it](https://gymmyg.it/) website dedicated to fitness.
- Structure affiliation and negotiation of promotion (Commercial Account Managing).
- Analyze client requirements, create Marketing Plans and drove strategy development.
- Formulate comprehensive Business Plans complete with clear and actionable steps.
- Create and develop Commercial Plans in order to increase sales.
- Boost traffic to the website (Google Adv, SEM, SEO).
- Frontend and Backend management.
- Basic Frontend design (HTML5, CSS3).

LANGUAGE SKILLS



Italian: Native



Portuguese: C1



English: B2/C1



Spanish: B1



EDUCATION + TRAINING

- 2025-07

Service Design: How to Design Integrated Service Experiences
IxDF - Interaction Design Foundation
[https://www.interaction-design.org/...](https://www.interaction-design.org/)
- 2025-07

UX Design for Virtual Reality
IxDF - Interaction Design Foundation
[https://www.interaction-design.org/...](https://www.interaction-design.org/)
- 2025-04

UX Design for Augmented Reality
IxDF - Interaction Design Foundation
[https://www.interaction-design.org/...](https://www.interaction-design.org/)
- 2025-02

AI for Designers
IxDF - Interaction Design Foundation
Credential ID: 184245-2025-1136679
[https://www.interaction-design.org/...](https://www.interaction-design.org/)
- 2025-02

Accessibility: How to Design for All
IxDF - Interaction Design Foundation
Credential ID: 184245-2025-1131397
[https://www.interaction-design.org/...](https://www.interaction-design.org/)
- 2024-09

UX/UI Design - Complete Course
European Learning Institute (EULE) - CorsoUx.it
Credential ID: ES-B02759603
<https://corsoux.it/>
<https://euleinstitute.com/>
- 2024-05

Figma UI UX Design Advanced
Udemy, Inc.
[https://www.udemy.com/certificate/...](https://www.udemy.com/certificate/)
- 2023-08

Complete Web & Mobile Designer: UI/UX, Figma, +more
Zero to Mastery Academy
Credential ID: UC-de1e5516-e5e7-4329-88e9-5bdb6eaeaddf
- 2024-07

Adobe Illustrator CC
Udemy, Inc.
[https://www.udemy.com/certificate/...](https://www.udemy.com/certificate/)
- 2024-07

Adobe Photoshop CC
Udemy, Inc.
[https://www.udemy.com/certificate/...](https://www.udemy.com/certificate/)
- 2018-12

Google Tools for Developers & HTML
PCM S.r.l.
<http://www.pcmformazione.it/>

GET IN TOUCH

Questions, ideas, or projects? I'd love to hear from you.



<https://www.alexdiibe.com/>



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[Linkedin](#)



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