

Virginia Facciotto

PRODUCT DESIGNER (UX/UI)

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Product Designer | Envision AI

Oct 2025 - Apr 2026 | Netherlands - Hybrid | Full-time

- Improved the UX of two accessible AI assistants with 400k+ downloads, by applying feedback from 600+ beta testers based on level of priority.
- Shipped a new Meta Ray-Ban integration in 4 weeks, opening a new customer acquisition channel and increasing product value.
- Restructured the outdated design system achieving 100% WCAG compliance across both apps, and ensured smooth handoff through bi-weekly dev-design syncs and an organized Kanban board.

Freelance Product & Visual Designer | Self-Employed

Feb 2020 - Present | Remote | Project-based, Full-time since May 2026

- Delivered 20+ end-to-end design projects, spanning UX/product design, visual communication, web design, and packaging, for international clients across healthcare, food, retail, and research.
- Produced 100+ medical infographics and 13 journal covers for a leading healthcare institution, published on prestigious medical journals.

Freelance Product Designer | Houston Methodist

Oct 2025 - Present | Remote | 8 hours per week

- Leading end-to-end design of a mobile app for patients and a web platform for clinicians to control implanted medical devices, ensuring FDA compliance through monthly cross-functional syncs with engineers.
- Conducted a UX audit of 4 existing apps, identifying 50+ UX patterns and gaps that directly informed 6 prototype flows used as probes in user interviews, accelerating the discovery phase.

UX Design Working Student | Citizen Voice, TU Delft

Aug 2023 - Aug 2025 | Netherlands - Hybrid | Part-time

- Designed a citizen engagement app validated by a 50-person study and a TU Delft-hosted map-based research data platform.
- Defined reusable design guidelines from an audit of 13 platforms and 6 rounds of user testing with 100+ participants.
- Facilitated the adoption of design methods resulting in research findings published in a peer-reviewed academic paper.

UX Design Graduation Intern | CANIDREAM Foundation

May 2024 - Nov 2024 | Netherlands - Hybrid | Graduation internship

- End-to-end designed a mobile game for the NOBIS social art project, achieving increased social impact validated through user tests.
- Synthesised the insights from 19 research sessions (interviews, surveys, workshops, and user tests) with 150+ participants, into a scalable design concept and a strategic UX report now driving the project's territory expansion.

Product Design Intern | Hermandia Oy

Feb 2021 - May 2021 | Finland - On site | Internship

- Designed 2 wooden consumer products and 100+ website visual assets, while conducting market research to expand sales to Italy.

SIDE PROJECTS

Co-founder & Design Lead Stranger Beers

Sep 2025 - Present | Netherlands

Co-founded a social initiative to connect young adults through meetups at local bars. Owning the full participant experience, brand identity and website.

EDUCATION

MSc Design for Interaction

Delft University of Technology

2022 - 2024 | Cum Laude

BSc Design and Visual Communication

Politecnico di Torino

2018 - 2021 | Grade 110/110

Erasmus+ Design

Turku AMK

2020 - 2021

SKILLS & TOOLS

UX & Product

User research
Workshops
Usability testing
Design systems
Lo-fi and hi-fi prototyping
Accessibility (WCAG)
Visual communication

Collaboration

Design-dev collaboration
Multidisciplinary teamwork
Stakeholder management

Tools

Figma - Adobe Creative Suite
Claude - Webflow - Notion

Languages

Italian - Native
English - Fluent
Dutch - Intermediate (studying)