

# Virginia Facciotto

PRODUCT DESIGNER (UX/UI)

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## Product Designer (UX/UI) | Envision AI

Oct 2025 - Present | Netherlands - Hybrid | Full-time

- Improving the UX of two accessible AI assistants with 400k+ downloads, by applying feedback from 600 beta testers based on Level of Priority.
- Shipping a new hardware integration in 3 weeks, opening a new customer acquisition channel and increasing product value.
- Restructuring the outdated design system, maintaining a Kanban board, and actively engaging in bi-weekly dev-design syncs, achieving smooth handoff and 100% WCAG compliance across both apps.

## UX Design Intern | CANIDREAM Foundation

May 2024 - Nov 2024 | Netherlands - Hybrid | Internship

- End-to-end designed a mobile game to interactively explore the art of the NOBIS social art project, achieving an increase in social impact proven through contextual user tests and a scalable design concept.
- Synthesized insights from 19 research sessions (interviews, surveys, workshops, user tests) with a total of 150+ future users into a strategic UX report that is now driving the NOBIS project's territory expansion.

## Product & Visual Designer | Houston Methodist

**Product Designer (UX/UI) | Oct 2025 - Present | Remote | Project-based**

- Leading the end-to-end design of a mobile app for patients and a web platform for clinicians to control implanted medical devices.
- Audited 4 existing apps, identifying 50+ UX patterns and gaps that informed the design of 3 flows as probes for upcoming user interviews.
- Ensuring technical feasibility and FDA compliance by establishing and leading monthly sync meetings with engineers and developers.

**Visual Designer | Aug 2017 - Sep 2025 | Remote | Project-based**

- Produced 100+ infographics and 13 covers for leading medical journals, increasing the visibility of Houston Methodist's research publications.

## UX Designer | Citizen Voice Research Initiative, TU Delft

Aug 2023 - Aug 2025 | Netherlands - Hybrid | Project-based

- Led the design of two web platforms, resulting in a citizen engagement app prototype validated by a 50-person study and a map-based platform for clearly illustrating research spatial data hosted by TU Delft.
- Established design guidelines from the insights of an audit of 13 existing platforms and 6 user test rounds with 100+ total participants.
- Facilitated the adoption of design methods in non-designers workflows, resulting in findings currently being published in a peer-reviewed paper.

## Freelance Visual Designer | Self-employed

Feb 2020 - Sep 2025 | Remote | Project-based

- Led 10+ end-to-end projects that reached commercialization (website, visual design, packaging) for architecture, research, food, retail clients.

## Product Design Intern | Hermandia Oy

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

- Designed 2 wooden consumer products and 100+ website visual assets.

## 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

## EXHIBITIONS

**Dutch Design Week | 2023**

**CCmCC Festival | 2023**

## SKILLS & TOOLS

### UX & Product

User research

Workshops

Usability testing

User flows

Design systems

Lo-fi and hi-fi prototyping

Accessibility (WCAG)

Visual communication

### Collaboration

Design-dev hand-off

Multidisciplinary teamwork

Stakeholder management

### Tools

Figma - Adobe Creative Suite

Webflow - WordPress

### Languages

Italian - Native

English - Fluent

Dutch - Elementary (studying)