

Virginia Facciotto

PRODUCT DESIGNER (UX/UI)

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PROFESSIONAL EXPERIENCES

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 prioritizing the feedback from 600 beta testers.
- Shipping new app features in 2 to 4 weeks sprints, opening a significant new customer acquisition channel and increasing customer satisfaction.
- Ensuring 100% compliance with accessibility standards (WCAG), technical feasibility and smoother hand-offs, through restructuring design system and documentation, and bi-weekly dev-design syncs.

UX Design Intern | CANIDREAM Foundation

May 2024 - Nov 2024 | Netherlands - Hybrid | Internship

- Designed a mobile game to scale the NOBIS art project with a proven measurable increase in social impact through qualitative validation.
- Synthesized insights from 18+ research sessions (interviews, surveys, workshops, user tests) with a total of 150+ future users into a strategic UX report currently driving the project's expansion.

Product & Visual Designer | Houston Methodist

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

- End-to-end designing a digital app for patients and caregivers, and a web platform for clinicians to control implanted medical devices.
- Designed 3 flows as probes for upcoming user interviews, based on the insights of an audit of 4 existing apps.
- Ensuring technical feasibility and FDA compliance, by closely communicating with engineers and developers through monthly syncs.

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

- Designed two climate action web apps, resulting in a prototype validated by a 50-person study and a platform 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.
- Produced 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 (website, visual design, packaging) for architecture, research, food, and retail clients.

Product Design Intern | Hermandia Oy

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

- Designed 2 consumer products and 100+ brand-aligned 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)

Collaboration

Design-dev hand-off
Multidisciplinary teamwork
Stakeholder management

Tools

Figma - Adobe Creative Suite
Webflow - WordPress

Languages

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