MARCO ARLOTTA
SENIOR PRODUCT DESIGNER

About me

I am a senior product designer with 9+ years experience. I create innovative mobile and web applications using an intuitive and highly flexible approach to all projects, gaining feedback from users and stakeholders at every junction to create technology and experiences that work for all involved.

Working experience

SalesDesk

Senior UX + UI Designer, Apr 2025 - Oct 2025, London (UK)

- Created data visualization and analytics dashboards, enabling real-time performance tracking and better decision-making

- Streamlined key sales processes by introducing AI-driven workflows, improving efficiency and enhancing user satisfaction

- Maintained a scalable design system, ensuring product-wide consistency, accessibility, and faster delivery

- Collaborated closely with product managers, engineers, and stakeholders, embedding user research into the product development process

- Contributed to end-to-end product design, from discovery and wireframing to high-fidelity UI and prototyping

Grabyo

Senior Product Designer, Feb 2019 - Dec 2024, London (UK)

- Established and evolved the company-wide design process, increasing team efficiency and design-build collaboration

- Designed and iterated new apps and features to expand platform functionality while enhancing existing workflows

- Built and maintained a comprehensive component library and design system, ensuring product-wide consistency and faster delivery

- Led and mentored the internal design team, guiding junior colleagues and promoting accessibility, usability, and evidence-driven methodologies

- Mentoring junior designers collagues

- Redesigned and maintained Grabyo's public-facing website to modernize its visual identity and boost user engagement

- Created a new Help Center, reducing incoming support tickets and improving customer self-service

Contact

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www.marcoarlotta.com

Skills

Design Tools

Figma

Protopie

Sketch app

Adobe XD

Miro

Invision App

Sketching

Illustrator

Photoshop

Ux Methods

Wireframe Hi-Fi

Storyboarding

Usability Testing

Experience Prototyping

Contextual Inquiry

Development

HTML

CSS

Languages

Italian

English

Education

Personal experience

Mentored by senior designers

Interaction Design courses

MARCO ARLOTTA

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Working experience

SoQua
Product Designer, London (UK)

- Created, maintaining and imoroving a Design process for the design team

- Designing new Apps to expand the product

- Designing and maintaning Design system library

- Mentoring junior designers collagues

- Designed and maintaning Public facing Website of the company

- Usability testing and prototyping, Interviewing stakeholders, experts in the field and the business team to understand needsfor a better user experience

Lacuna Solutions Ltd
UX + UI Designer, Nov 2016 - Dec 2018, London (UK)

- Designed and maintained 5 Responsive Web Applications for banking and investment banks, incorporating research and usability testing

- Designed the Public facing Website of the company

- Usability testing and prototyping for responsive websites Interviewing stakeholders, experts in the field and the business team to understand needs for a better user experience

- Worked both as the only UX/UI designer and in a Design Team

- Supported the front-end develpoment team with HTML and CSS knowledge

- Rebranded all Lacuna's applications logos

- Designed look and feel of investors and clients presentations

- Designed roller banners and business cards

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