

Education

Domus Academy Milan, Italy
Interaction Design
2014

University of Southern California Los Angeles, CA
2010
B.A. Communication
Minor in Design

Stanford Online
2026 (In-Progress)
Certificate: UX/UI Design for AI Products

Tools

Design Specialties

Interaction Design
Service Design
Prototyping
User Research
Usability & Concept Testing

Tools & Skills

Figma
Adobe CC
Webflow
Framer
HTML/CSS
JavaScript + Python (basic)
Touch Designer

Languages

Italian

Working Proficiency

Spanish

Conversational

Work Experience

Samsung (Samsung Design & Innovation Lab) Staff Product Designer

Jan 2022 – Nov 2023 | San Francisco, CA

- Led 0-1 concept development, defining new product and service opportunities through validated prototypes and early-stage testing
- Defined and directed large-scale mixed-method research (up to 1000+ participants), synthesizing quantitative and qualitative insights into strategic opportunity areas and product direction
- Shaped executive-level decision-making by developing and iterating on next-generation product concepts across Samsung's ecosystem
- Co-invented and filed a patent application for a method to visually capture and structure digital information
- Elevated design quality across projects by mentoring designers and strengthening critique and review practices

Condé Nast International Senior Product Designer (Freelance)

Oct 2018 – Jan 2022 | Milan, Italy

- Designed and shipped event platforms and major enhancements to a community photo-sharing platform across Condé Nast's European portfolio (including GQ France, Vogue Italia, and Vanity Fair Italy), balancing brand-specific editorial identity with shared platform architecture
- Owned design of core UX flows, navigation, and layout systems for the PhotoVogue relaunch, enabling its scale the platform from a Vogue Italia initiative to a global Condé Nast product across all 28+ Vogue editions
- Aligned cross-functional teams across design, editorial and international engineering, navigating frontend, CMS, and backend dependencies to deliver cohesive product experiences
- Spearheaded a cross-cultural UX research initiative, synthesizing insights and presenting strategic recommendations to executive leadership

Assist Digital Senior UX & Service Designer

Jan 2019 – Dec 2019 | Milan, Italy

- Developed and delivered high-impact service design solutions, including service blueprints, innovation strategies, and product proposals, throughout a year-long collaboration with Toyota Europe
- Facilitated client-facing co-creation workshops alongside senior management
- Designed and iterated on new product features across portfolio clients, from concept through detailed UX workflows

Work Experience Continued

MIT (MIT Design Lab)

Senior Design & Research Consultant

May 2016 - Apr 2018 | Boston, MA - Milan, Italy

- Researched emerging technologies and developed innovation strategies and recommendations for clients across a range of industries including banking, insurance, energy and consumer products
- Crafted experience concepts, service maps, and product prototypes
- Led design and co-creation workshops with project clients, collaborating closely with the Boston-based team, both remotely and on-site.

Innovation By Design

Senior UX & Visual Designer

Jan 2015 - Dec 2018 | Milan, Italy

- Delivered end-to-end UX and 0-1 concept design for enterprise clients, including Puma, Trenitalia, UBI Banca and ENI
- Spearheaded international ethnographic research, translating field findings into product and innovation strategy
- Led executive workshops to align stakeholders on innovation strategy and roadmaps
- Mentored and managed the multidisciplinary design team's junior designers and contractors

Things

UX/UI Designer

Mar - Dec 2014 | Milan, Italy

- Owned research, strategy, visuals, and 0-1 concepts for a range of IoT-focused client projects
- Crafted successfully launched visual interfaces for mobile apps, websites, and dashboards

Saatchi & Saatchi S

Executive Assistant / Communications Specialist

Aug 2010 - July 2012 | San Francisco, CA

- Supported executive leadership, including the CEO, CFO, and Chairman, with high-priority communications and complex coordination
- Architected the studio's first Environment, Social & Governance (ESG) report