

LUISA GIBERTONI

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SKILLS

- User Research
- User flows
- Mobile App
- Prototypes
- User Interviews
- UX/UI Design
- Usability Test
- Wireframes
- Concept development
- Web responsive Design
- Design system
- Hand-off docs

EXPERIENCE

Sr. Product Designer (UX/UI)

Nov 2023 - Present

YunoJuno

London, UK

- Implemented the new Ratings and Review system to enhance the YunoJuno Marketplace;
- Introduction of design tokens into the Design System with 10000+ components;
- Implemented continuous discovery process, leading interviews, collecting insights to turn them into initiatives

Product Designer (UX/UI)

Nov 2022 - Nov 2023

YAZIO

Oxford, UK

- Developed a new design system for the nutrition-tracking app on iOS and Android with **the user base of 80M+ people**;
- Redesigned the entire onboarding flow contributing to the uplift in a conversion rate by 158% and a D1 retention by 14%;
- Led design requirements by coordinating a team of 10+ engineers, UX researchers, data analysts, product managers;
- Increased the click-through-rate (CTR) by 50% on the website by designing and introducing new upselling modules;

Product Designer (UX/UI)

Nov 2020 - Sep 2022

Boom Image Studio

Milan, Italy

- Led the entire redesign of a B2B SaaS platform from the concept generation to the product launch, as a solo designer;
- Shaped the product roadmap by conducting the product discovery and collaborating with PMs on the UX/UI initiatives;
- Helped to ship new features by analysing data in Mixpanel, prototyping, and conducting interviews and usability tests;
- Participated in the feature communication and growth initiatives by collaborating with the product marketing team.

Service and UX/UI Designer

Sep 2017 - Nov 2020

Deloitte Digital

Milan, Italy

- Delivered digital platform and solutions across utility, fashion, gaming, media, and subscription-based platform products;
- Delivered detailed UI of web responsive platforms (mobile, desktop and tablet) and led the co-design workshops;
- Built Service Blueprints and Customer Journey Maps to identify pain points and create potential UX improvements;
- Built Design Systems and detailed UI for optimised B2C digital platforms;

EDUCATION

Master of Science in Management Engineering

Sep 2016 - Dec 2018

Politecnico di Milano

Milan, Italy

Master of Science in Product Service System Design

Sep 2015 - Dec 2018

Politecnico di Milano

Milan, Italy

Bachelor of Science, Industrial Design

Sep 2012 - Jul 2015

Politecnico di Milano

Milan, Italy

OTHER

- **Languages:** Italian (Native), English (Fluent)
- **Software:** Figma, Sketch, InVision DSM, Adobe Suite, Mixpanel, Hotjar, Metabase, Notion, Slack, Slite,
- **Interests:** Art, Design, Science, Technology, Pottery, Printmaking