

Luisa Colombo

UX/UI PRODUCT DESIGNER

I am a versatile designer with experience working both as a UX/UI product designer in a SaaS startup and as a visual designer. I love ideating digital experiences by listening to my users and designing accessible, beautiful products that make an impact.

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WORK EXPERIENCE

StreamBid (SaaS Startup), November 2020 - June 2024

UX/UI Product Designer

- Collaborated with engineers and product managers on the **end-to-end development of products** for the online auction market.
- Conducted **competitive audits, user research** and **usability testing** to identify problems, ideate solutions and iterate them.
- Led the design of **mockups** and **interactive prototypes on Figma**, mixing gamified features and beautiful details to meet the technical needs of online auctions and make the experience more engaging.
- Established the company **design system** using the atomic design methodology to make it responsive, scalable and adaptable.
- Shaped the company's **brand identity** by **editing videos**, creating **motion graphics** and developing the company website.

Farmable (Agritech Startup), September 2023 - Present

Freelance Visual Designer

- Collaborated with the head of product and brand marketing manager to design **app screenshots** for the App and Google stores.
- Designed new signup/login screens for the **iOS and Android apps**.
- Created brochures, backdrops and roll-ups for agritech exhibitions.

Rebelpug (Gaming Startup), August 2021 - December 2023

Founder and UI Designer

- Led the design and **art direction** of a game called Roboplant.
- Supervised the work of the 3D artist with weekly meetings.
- Created interactive **prototypes** and **UI components** such as icons, panels and buttons.

University of Edinburgh, December 2019 - November 2020

Visual Designer - Student placement

I designed **digital and physical marketing materials** for web and social media channels like illustrations, videos, t-shirts and flyers.

MotorK (SaaS Startup), September 2016 - June 2019

Digital Content Specialist

I created SEO-friendly content for **WordPress websites** and coordinated their implementations with developers and managers.



CONTACTS

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SKILLS

User Experience

User-centered design: Google UX Certificate and IBM Design Thinking Certificate. User research, user journeys and flows, competitive audits, usability testing. Knowledge of web content accessibility guidelines.

User Interface

Information architectures, wireframes, prototypes, design systems (Atomic design, Material Design, Human Interface Design).

Visual & Web Design

Colour, typography, iconography, 3D modelling, video editing, interactive and motion design, HTML & CSS.

Software

Figma, Miro, Illustrator, Photoshop, Adobe Premiere, Adobe After Effects, Blender, Jira, Wordpress, Elementor.

Languages

Italian, English, Spanish.

EDUCATION

University of Edinburgh (2019 - 2020)

Design and Digital Media (MSc)

University of Bologna (2013 - 2016)

Film Studies (MA)

University of Milan (2010 - 2013)

Communication Studies (BA)