

Giona Fossati

Product Designer — UX/UI

Madrid, Spain · +34 644 120 656 · hello@gionafossati.com · linkedin.com/in/gionafossati · gionafossati.com

Summary

UX/UI Product Designer with experience designing SaaS platforms, data-heavy enterprise tools, mobile and web apps, and early-stage products from concept to launch. Skilled in user journeys, wireframing, prototyping, data visualization, accessibility, user testing, and scalable design systems, with a focus on simplifying complex workflows and delivering consistent, development-ready experiences.

Experience

Freelance

Apr 2023 – Present

UX/UI Designer

Help tech companies at different growth stages design their products, build design systems, maintain consistent cross-platform experiences, and move from idea to launch.

The LightupHub

Led UX/UI design for an ed-tech platform with 15,000+ monthly subscribers.

1FIT

Led the design, from a UX audit to the redesign of the native and web fitness apps, with a custom design system and IBM Carbon adapted for the web app.

DanceHive

Designed an invitation-based sharing platform for dancers for a newly founded startup, helping it acquire its first 2,000 active users.

Redbility — for Inditex (Zara, Bershka, Pull&Bear...)

Sep 2021 – Jan 2026

UX Consultant

- As the sole designer, coordinated with business and technology teams on the design of 5+ digital solutions, supporting 50+ developers across product distribution, management, and logistics processes.
- Designed a unified sales analytics platform integrating data from 4+ sources to provide comprehensive business performance insights.
- Replaced 4+ Excel files with a single dashboard, reducing the time spent on the weekly review by 25%.
- Designed analytics comparison features that help users identify trends and improvement opportunities.
- Turned complex data into clear visualizations and custom infographics, enabling diverse stakeholders to interpret analyses and make informed decisions.
- Designed collaborative multi-user review systems and information-sharing features to structure and support multi-step processes.

Smarterp (SaaS) — for Kunveno

Jan – Jun 2021

Product Designer Intern, Accessibility

- Integrated automatic speech recognition into the SaaS product design strategy for the planned launch of a computer-assisted interpretation tool.
- Ran design workshops with key stakeholders, including interpreters and sign-language interpreters, to shape product requirements and user workflows.
- Led an iterative design process in Figma, delivering an MVP validated through user testing.

Belka — Design Agency

2019

UX Designer Intern

- Reduced onboarding churn by 20% for FattureinCloud, Italy's leading invoicing platform, by redesigning the experience through task-based analysis.
- Redesigned the social platform MusicaMea, defined its growth strategy, and led progress presentations and follow-up meetings with the client.

Education

Double Master's Degree, Human-Computer Interaction & Design

2019 – 2021

Université Paris-Saclay & Universidad Politécnica de Madrid

- Double-degree programme by the European Institute of Innovation & Technology (EIT).
- Second-year specialization in Accessibility and Inclusive Design; minor in Innovation & Entrepreneurship.

Bachelor's Degree, Interfaces and Communication Technologies

2016 – 2019

Università degli Studi di Trento, Italy

- Final grade 110/110. Programme covering the technical, psychological, and social aspects of digital products.
- Thesis: “Designer vs Stakeholder: Effectively Communicating Design Decisions”.

Skills

Design / UX Design, UI Design, Interaction Design, Design Systems, Wireframing, Prototyping, Cross-platform Design, Web Design, Data Visualization, Accessibility, Figma

Research / User Research, User Testing, User Journey Mapping, Design Workshops

Collaboration / Agile Methodologies, Stakeholder Communication, Engineering Literacy

Languages

Italian — Native · English — C2 · Spanish — C2 · French — B1

Certificates

IELTS Academic — Overall Band 8.0/9.0 · March 2019 · #18IT019213FOSG010

Mobile User Experience (UX) Design — Interaction Design Foundation (IxDF) · May 2020 · #59292

User Research: Methods and Best Practices — IxDF · May 2020 · #59292