Stefano Lattanzio

Product and Ux/Ui Designer

I'm Stefano, 9+ years of experience in Product Design, Ux/Ui, Graphic Design and workshops with a **strong analytical approach, managing project from briefing to production**.

Check my **portfolio: stefanolattanzio.org**

CONTACT

+41 77 81 56 936
stefano.lattanzio.01@gmail.com
Avenue de la Croisette 12, 1205 Geneva, Switzerland

linkedin.com/in/stefanolattanzio

Italian national
Swiss work permit B
Immediately available

LANGUAGES

English: C1
French: C1
German: C1
Italian: Native

SKILLS

UX research, UX analysis, Wireframing & prototyping, Responsive and mobile design, Design systems & UI libraries, Brand identity, Visual design, Workshop facilitation, Stakeholder communication, Figma, Adobe Suite, Sketch, Jira, Notion, HTML5, CSS3, JavaScript (basic), WordPress CMS, Power BI (basic)

WORK EXPERIENCE

Product Design Lead
Personal Projects - 08/2024–ongoing
Supported startups and associations with fundraising docs, improving clarity of needs and feasibility

- Designed a sustainability platform, aligning research and strategy with stakeholder goals
- Defined user journeys that streamlined requirements gathering
- Produced cost/time estimates, enabling realistic planning
- Delivered fundraising and pitch materials that enhanced campaign impact

Senior UX/UI Designer
beqom SA — Nyon, Switzerland - 07/2022–07/2024
Led UX/UI design for flagship B2B SaaS features: a modular homepage and the AI-powered Pay Predictor, launched as part of beqom's next-gen product strategy

- Simplified user workflows through UX analysis, increasing autonomy
- Delivered wireframes and high-fidelity mockups that accelerated approval cycles
- Maintained design system/UI library, ensuring responsive and consistent delivery
- Integrated stakeholder feedback and fostered alignment with PMs/devs
- Authored documentation that supported smooth development and rollout

Product & UX/UI Designer
bigbag Web s.r.l. — Turin, Italy - 09/2021–06/2022
Mobile product design and full **rebrand**, strengthening **product identity**

- Created iOS/Android flows that improved usability and MVP validation
- Defined brand identity/visual language, unifying customer touchpoints
- Built scalable design system that reduced design/QA effort
- Partnered with developers during QA, raising delivery quality

Product & Graphic Designer
Fourteen SA — Geneva, Switzerland - 07/2020–06/2021
Designed **international sportswear lines**, standardizing kits and cutting reliance on tailor-made production

- Delivered official designs for Kosovo (Tokyo 2020, FIFA Qualifiers), raising global visibility
- Conducted trend research/moodboards, shaping product and packaging direction
- Produced detailed tech packs, ensuring smooth collaboration with global manufacturers
- Guaranteed compliance with IOC/UEFA standards, avoiding costly redesigns

Graphic, Communication & Product Designer
Ideenlabor Sonntag — Waldkirch, Germany - 09/2016–09/2020
Built **brand identities** and visual systems that improved client recognition

- Delivered digital/print assets (decks, catalogs, signage) driving marketing campaigns
- Facilitated creative workshops, enabling teams to co-create solutions
- Supported storytelling and documentation, strengthening client communications

Other working experiences

- Graphic Designer at Universo Tessuto Design, Turin, Italy
- Cultural Mediator and exhibit designer intern at Parco Arte Vivente, Turin, Italy
- Research Fellow, Polytechnic University of Turin, Italy
- Visual communication and laboratory assistant, Polytechnic University of Turin, Italy

EDUCATION

Master of Science in Ecodesign (Systemic Designer)
Polytechnic University of Turin, Italy - 03/2012-07/2014
Grade: 110/110 cum laude

Bachelor of Science Industrial Design
Polytechnic University of Turin, Italy - 09/2007-02/2012

TRAINING & CERTIFICATION

HTML5 - CSS3, JavaScript - PowerBI
ITTA, Geneva, Switzerland - 12/2024

UX/UI Design Certification
Cadschool, Geneva, Switzerland - 04/2022

Web Design Wordpress CMS Certification
Cadschool, Geneva, Switzerland - 11/2021-12/2021

VOLUNTEER

Humanitarian Designers
A learning and collaboration experience at the intersection of design and humanitarian work