

# Michele Leone

UI/UX designer

Phone: +39 389 46 76 450

E-mail: michele.leone20@gmail.com

Linkedin: [linkedin.com/in/michele-leone-71427b100](https://www.linkedin.com/in/michele-leone-71427b100)

Portfolio: <https://docdro.id/SnZ2EU8>

## Experience

### UI/UX designer • Brainin s.r.l.

Jul 2023 - Present / Matera, Italy

- Leading the UX/UI redesign of the internal flagship product Soluzione FAD and collaborating on external software research, design and testing (SaaS, ERP, eLearning, eCommerce)
- Updating reusable components of the internal Design System

### UI/UX designer • Applica s.r.l.

Sep 2018 - Jul 2023 / Matera, Italy

- Collaborated, and partly led, the user research, design, testing and documentation of **40+** software, web/mobile apps and websites for Italian and international clients (IoT, Automation, Telemedicine, Web 2.0, Blockchain, Smart Factory, Industry 5.0)
- Worked closely with designers, developers, analysts and managers to address critical business and usability issues
- Created design systems and used design thinking methodology to craft practical design solutions

### Junior UI/UX designer • Edilportale.com S.p.a.

Jun 2017 - Jul 2018 / Bari, Italy

- Assisted in the research and creation of concepts for the UI of the e-commerce platform Archiseller
- UI/UX update of the components and assets of Edilportale Tour and the platform of **71M+** views per year Archiproducts

## Education

### Master's degree in Interaction Design •

Università degli studi della Repubblica di San Marino /

Università IUAV di Venezia

Oct 2014 - Mar 2017

### Bachelor's Degree in Industrial Design •

Politecnico di Bari

Sep 2011 - Jun 2014

## Skills

Interaction & Product Design, Visual Communication, Storytelling, Graphic Design, User Research, Data Visualisation, Design Systems, Visual UI Design, Prototyping, HTML, CSS, Sass

## Tools & Methods

Figma, Adobe XD, Illustrator, Photoshop, After Effects, Interviewing, User Testing, Journey Mapping, Information Architecture

## Languages

Italian (Native)

English (Upper intermediate - B2)