



LOVE TO TRY NEW THINGS TYPE OF DESIGNER

PORTFOLIO

FEDERICA MININI

RUG MAKER



HANDS ON DESIGNER

BUT IN MORE SERIOUSNESS, THIS IS ME!



+
PRODUCT
USER EXPERIENCE
USER INTERFACE
DESIGNER
+



Federica Minini

Product Designer

Profile

Hello! I'm Federica, a passionate UX designer with a background in Product design. While pursuing my studies, I discovered my true calling in UX design during my time working in customer service. It was there that I witnessed firsthand the impact of user experiences on people's lives. I am driven by a strong desire to make things work seamlessly and improve accessibility for all users.

Hobbies

Rug Making · Woodwork · Macramè

Skills

Over the years, my design skills have evolved through a mix of passion, work experience, university courses, and independent projects. Practical experience, academic learning, and creative endeavors have shaped me into a versatile and innovative designer.

Technical

- Figma · 2 Years
- Sketch · 3 Years
- Photoshop · 9 Years
- Illustrator · 9 Years
- Indesign · 9 Years
- Afer Effects · 5 Years
- Premiere Pro · 2 Years
- Inventor · 3 Years
- Keyshot · 9 Years
- Cinema 4D · 1 Year
- Blender · 2 Years
- Notion · 1 Year
- Alias Autostudio · 9 Years

Research

I started practicing all these Research Skills about 9 years ago, and I have worked with them since then in all my various jobs.

- User Interviews
- UX Review
- Personas
- Journey Mapping
- Competitor Analysis
- Wireframing
- Prototyping
- Design Systems
- Usability testing

Education

Central Saint Martins - University of Arts London

Master's in Industrial Design
London, UK

Polytechnic School of Milan

Bachelor's of Science in Product Design
Milan, IT

Experience

My work experience aimed to improve my designer skills and expertise. Each role provided valuable insights into different industries and design methodologies, contributing significantly to my growth as a well-rounded designer.

UX Designer

@Lutalica Ltd

Remote
Apr 23 -

Product Designer

@Lattimore & Friends

London, UK
Dec 22 -

UX | UI Design Tester

@Apple

London, UK
May 22 - Aug 22

Junior | Senior Technician

@Apple

London, UK
Mar 20 - Feb 22

Product Designer

@Geomag Spa

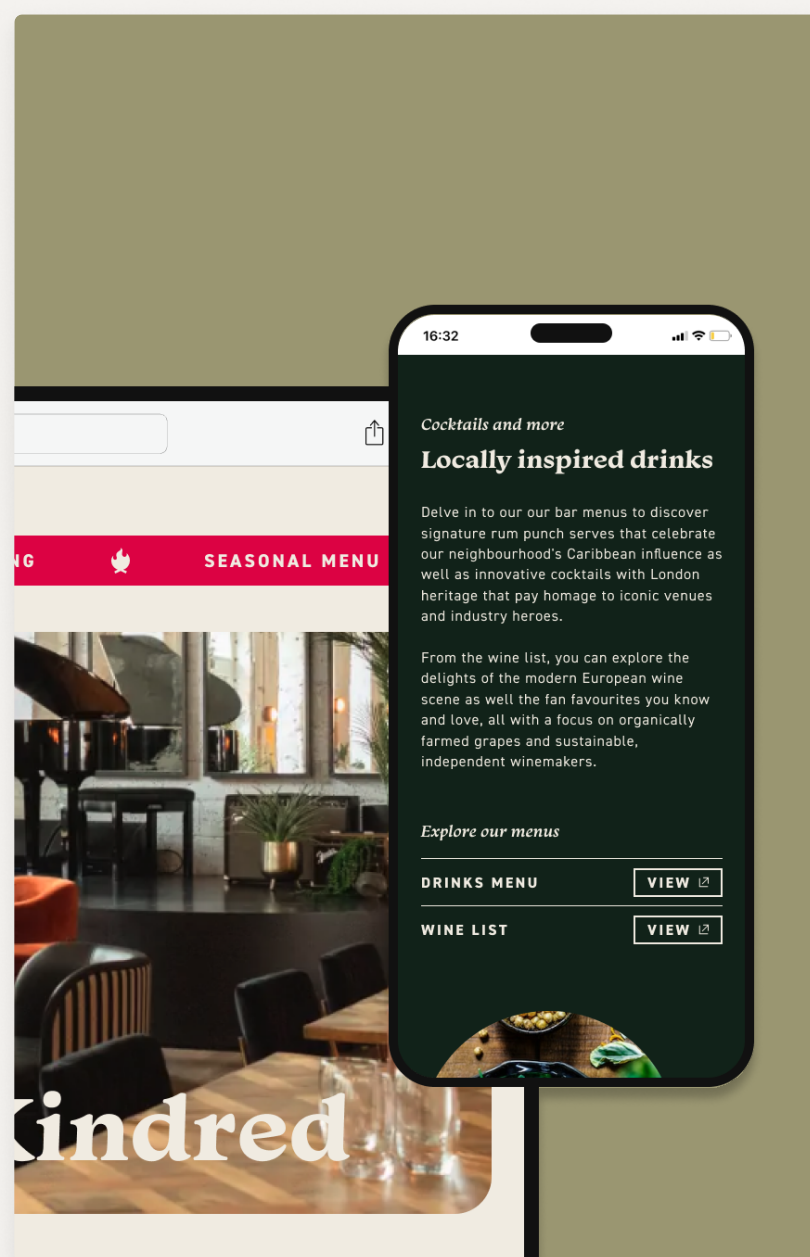
Chiasso, CH
Apr - Jun 17

Designer

@GrandStudio Ltd

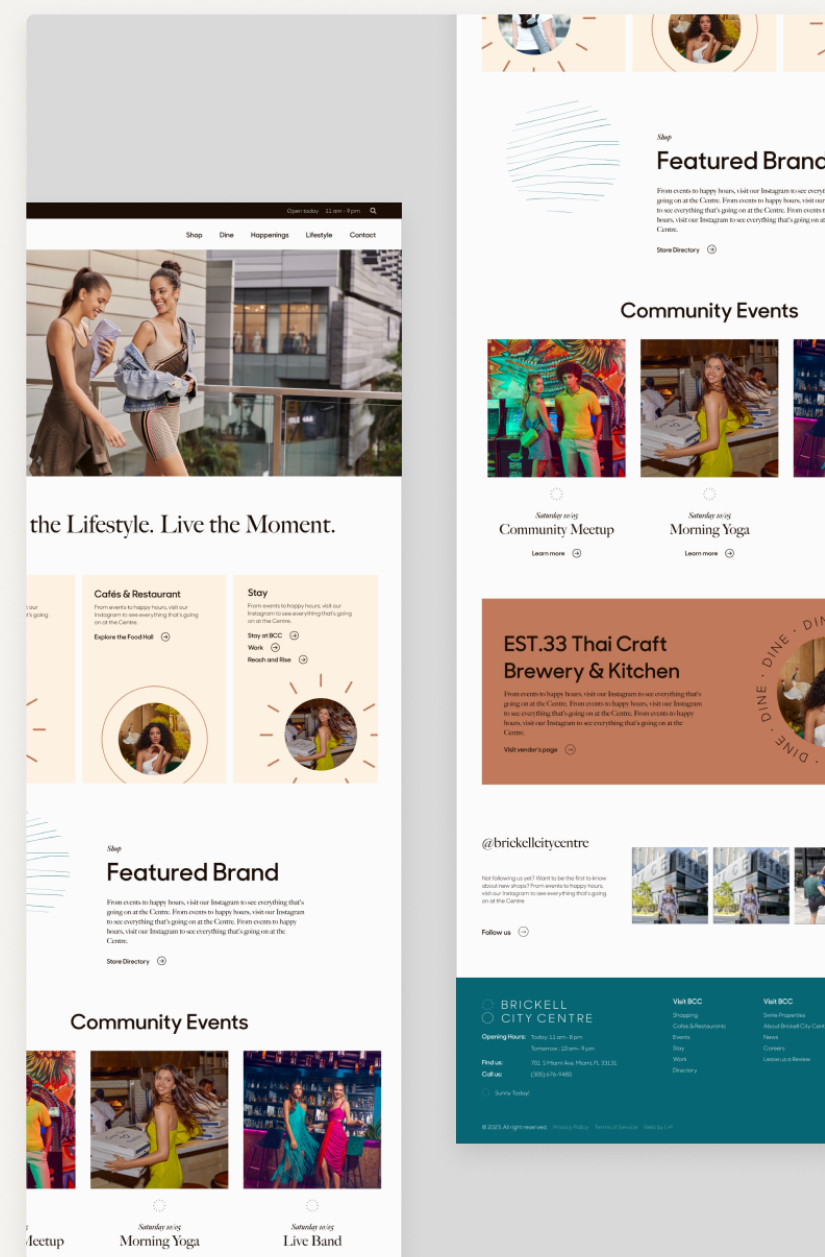
Zurich, CH
Sep - Oct 15

01



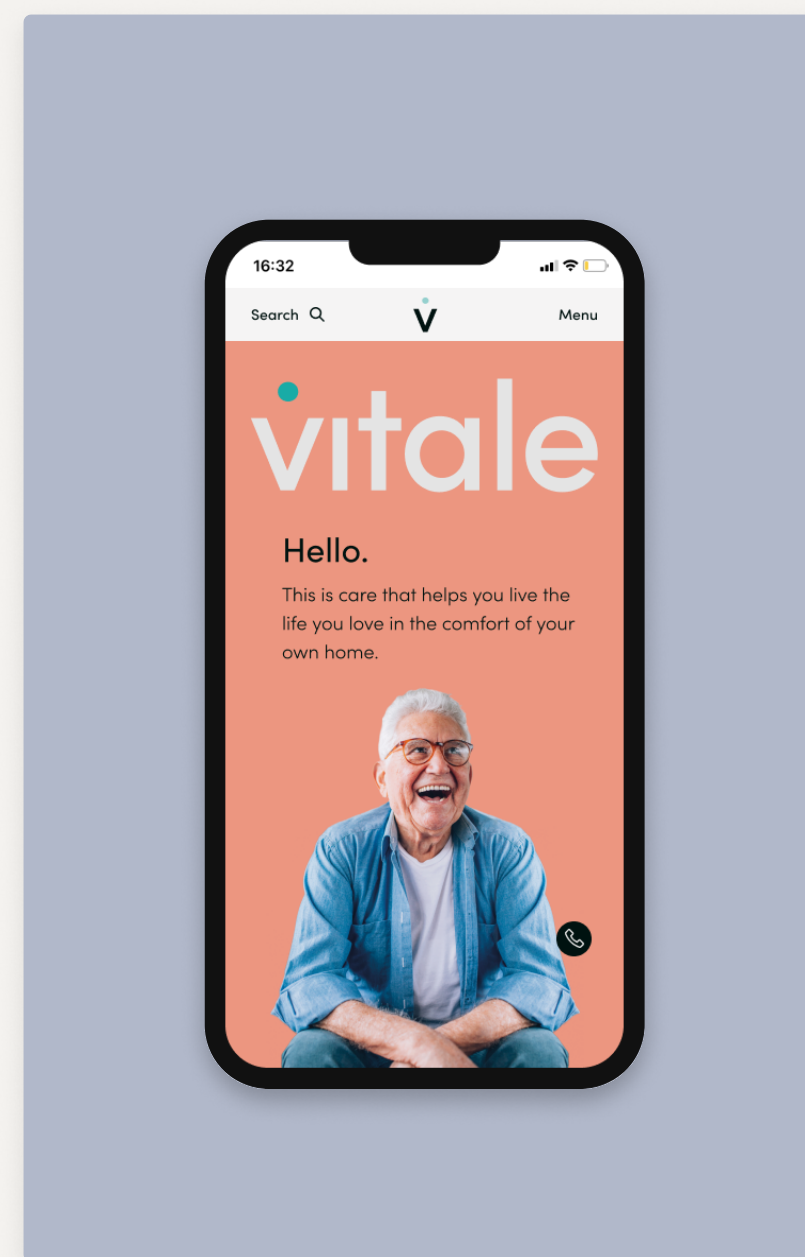
Kindred

02



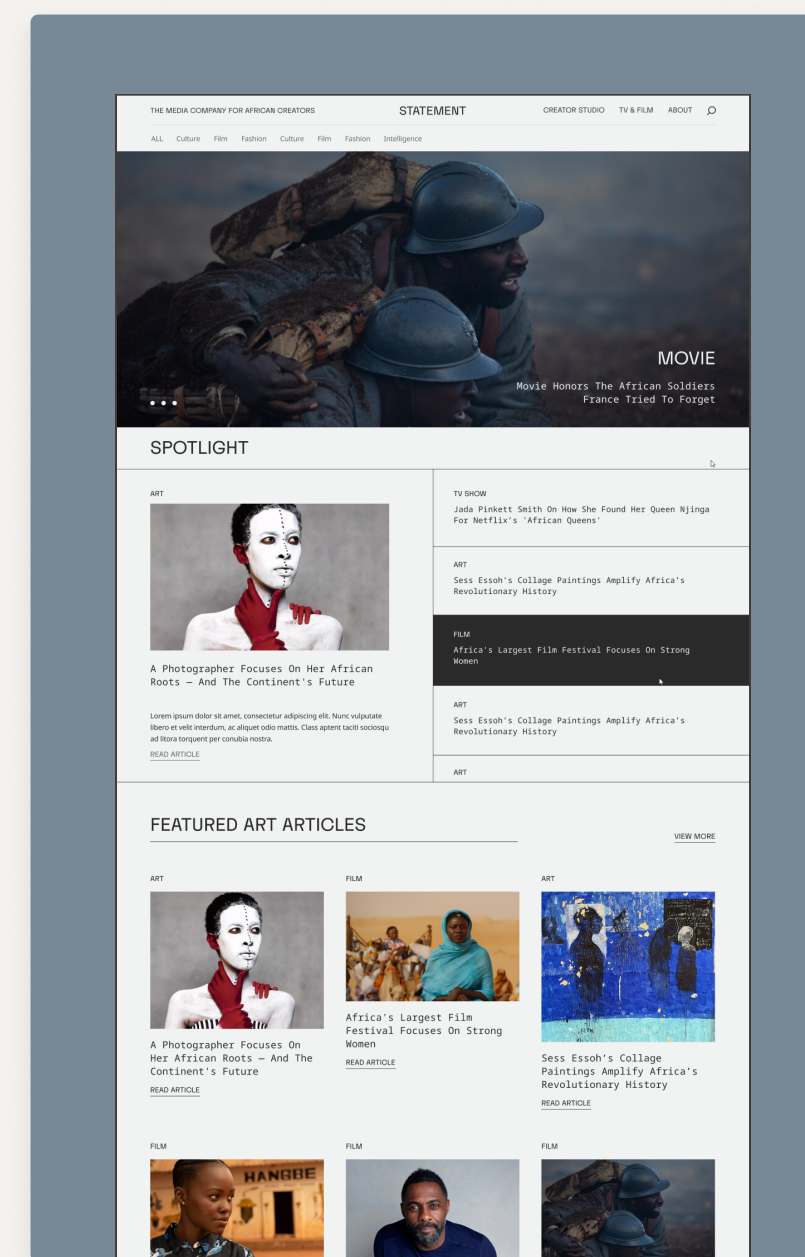
Brickell City Centre

03



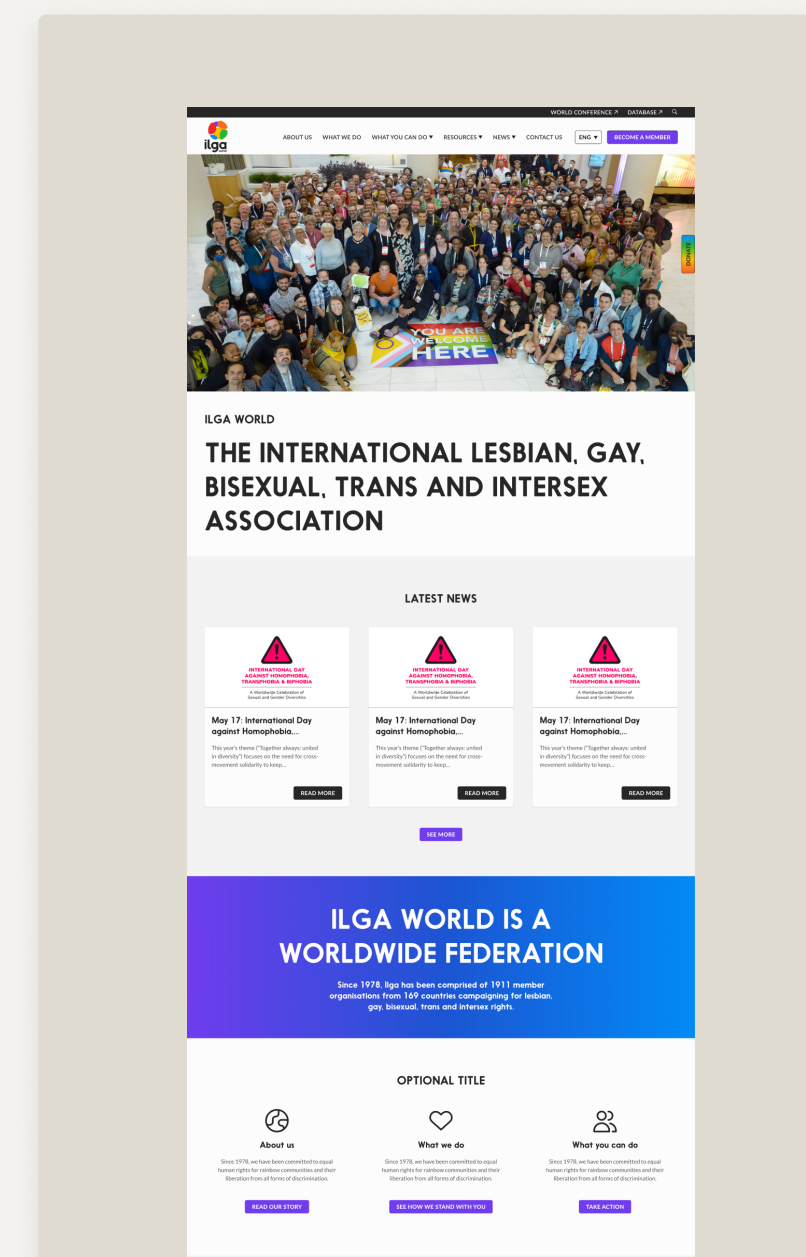
Vitale Care

04

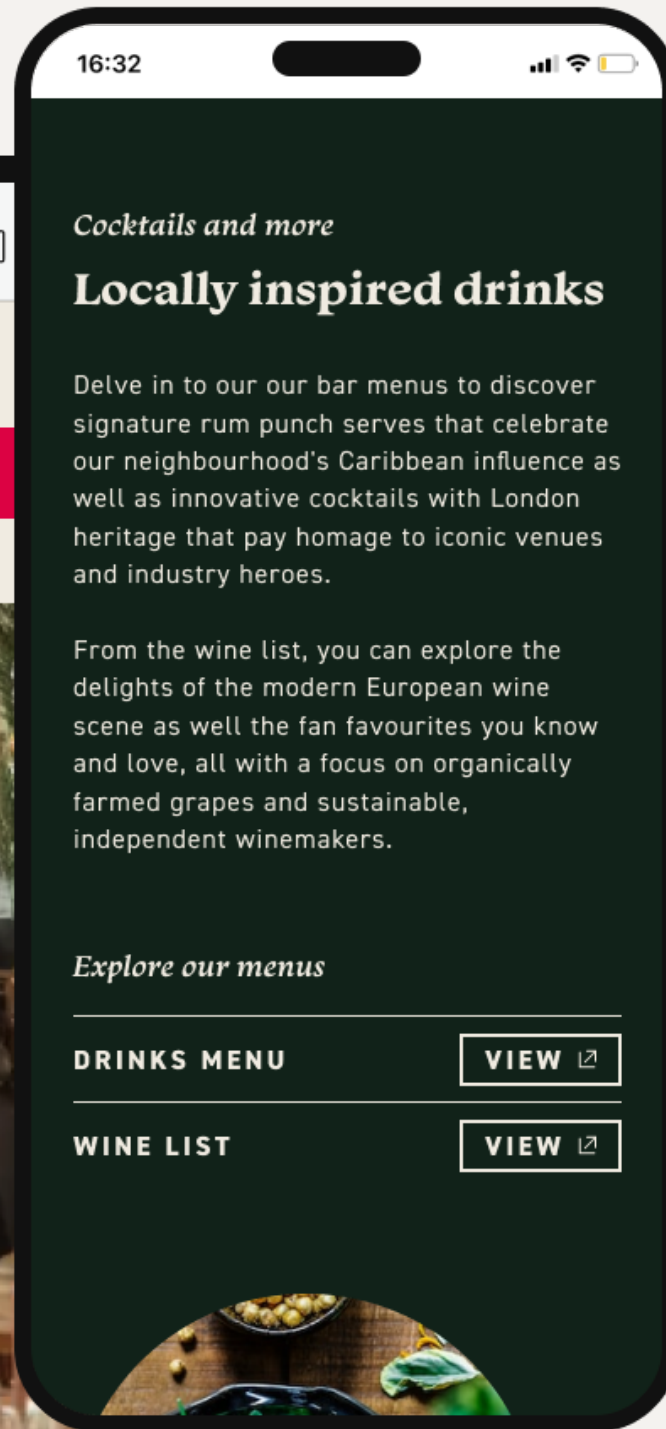
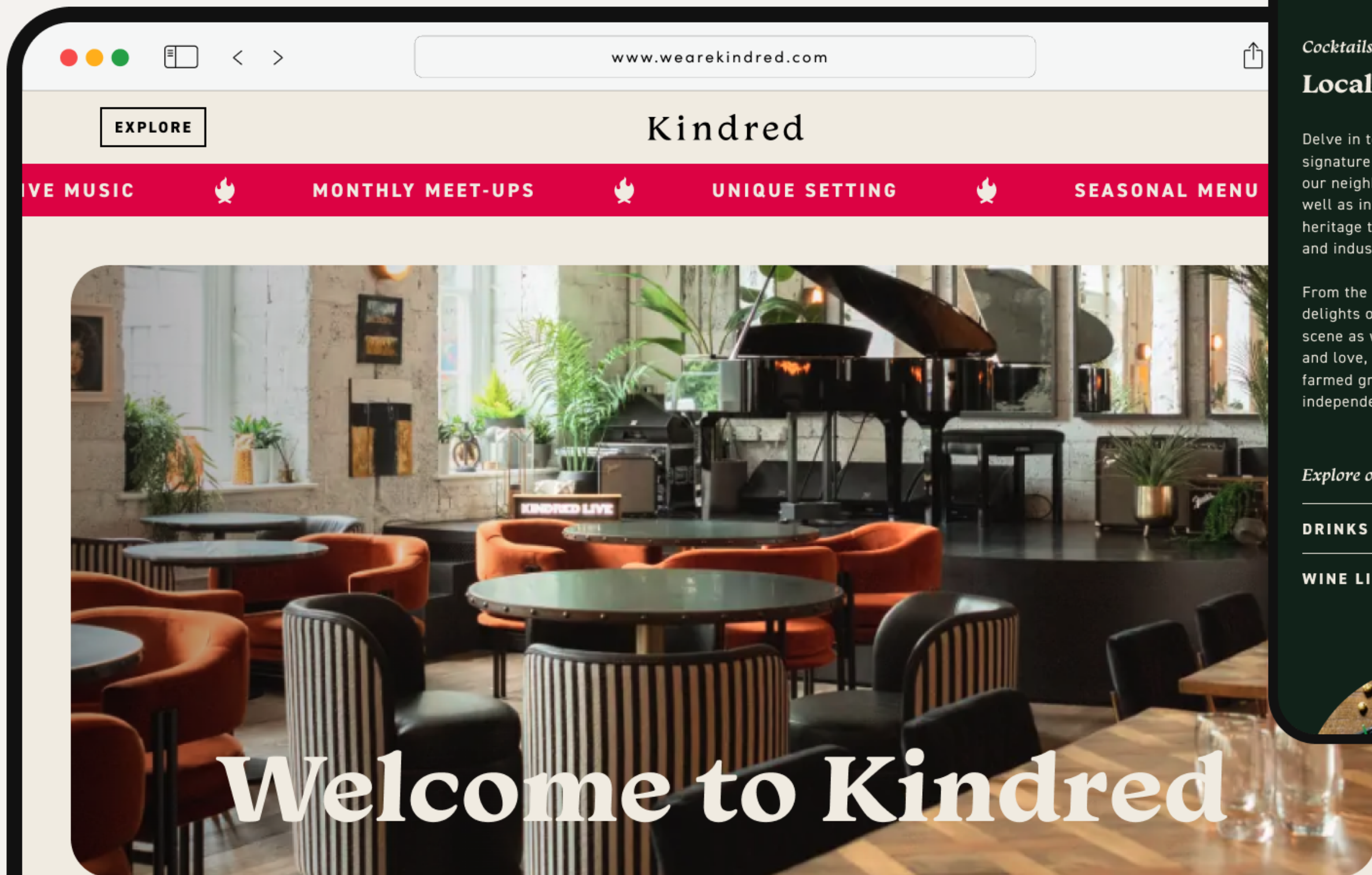


Statement

05



ILGA World



Dec 22 - Aug 23

Kindred

UX/UI Redesign

About this Project

Redesign a membership club in London with the objective of **attracting a broader audience** and shedding its exclusive image, while incorporating a fresh branding design and creating **new wireframes**. The current club's perception as being elitist and exclusive is limiting its ability to engage a diverse range of individuals and expand its membership base.

Role

UX/UI Designer

Sitemap · Wireframes · Design System ·
Design Blocks · Presentations

Website

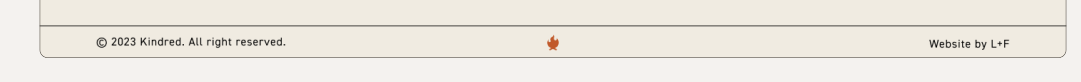
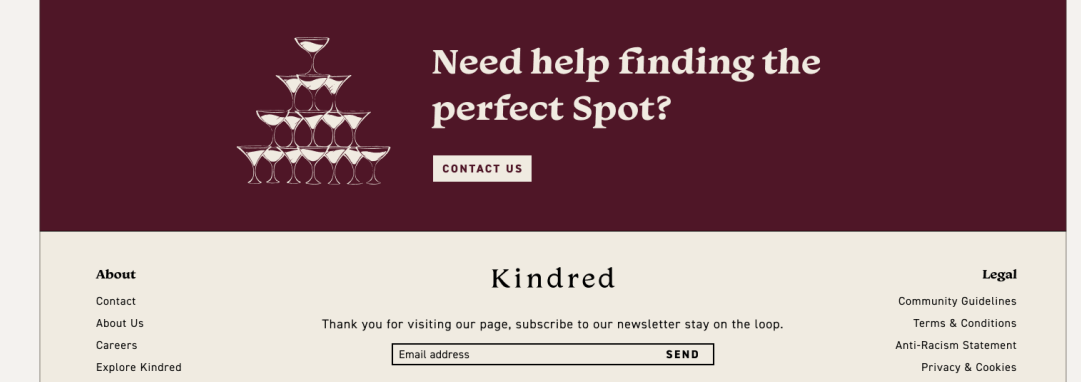
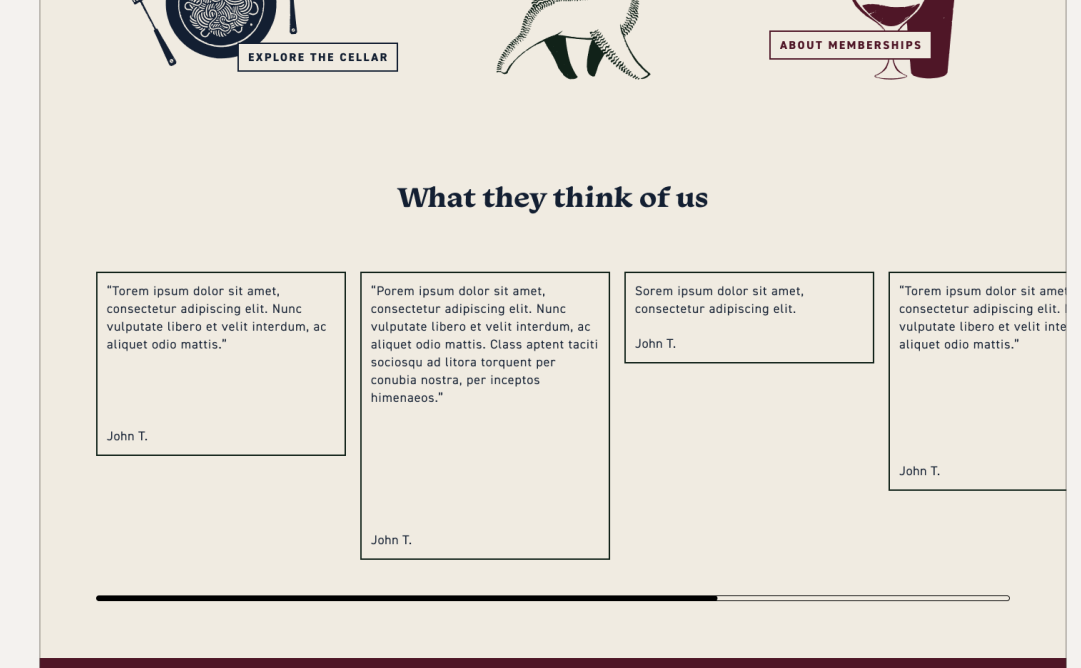
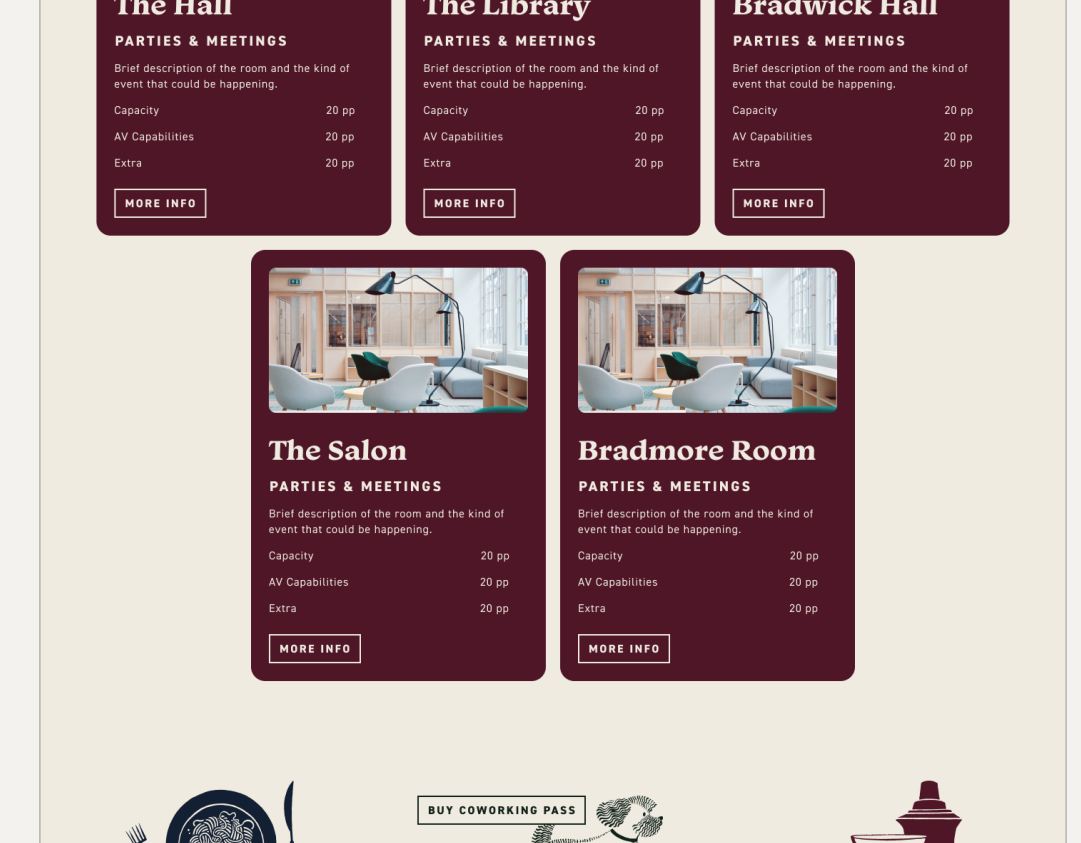
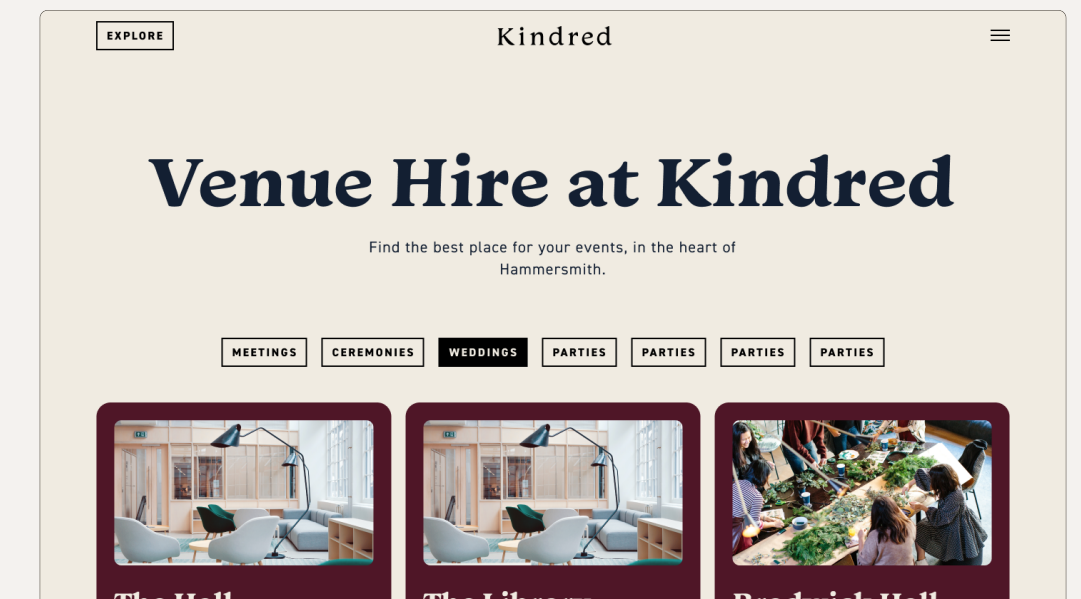
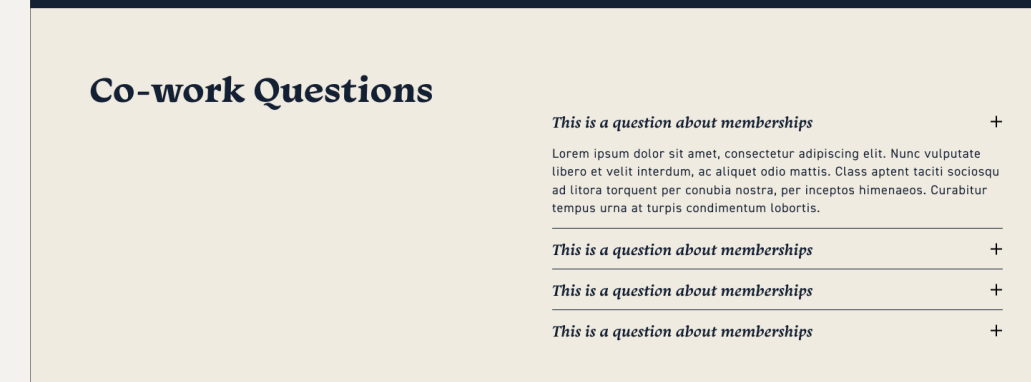
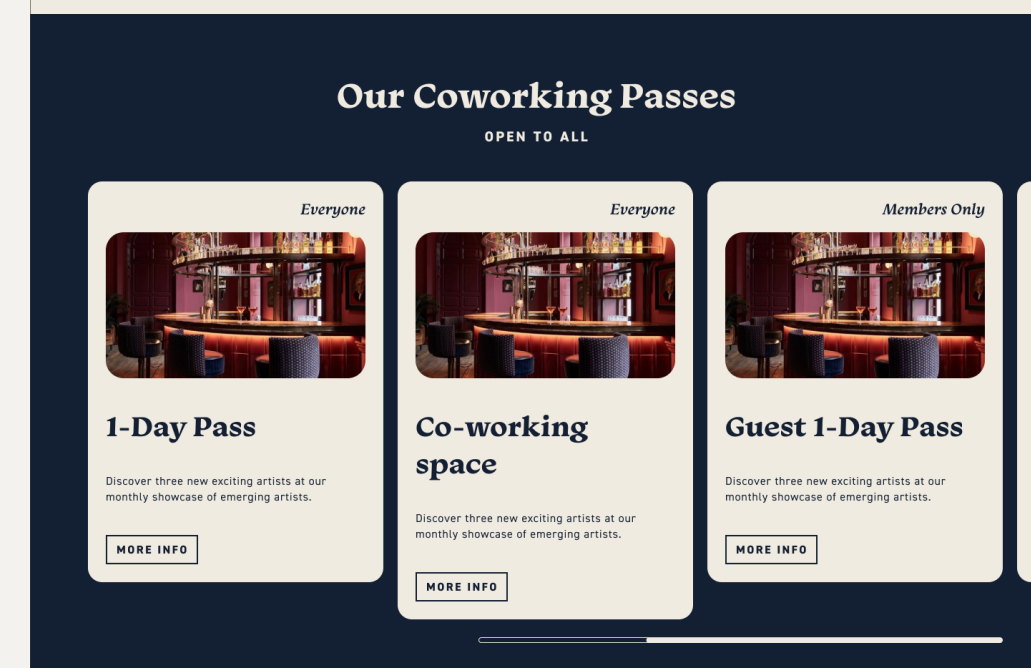
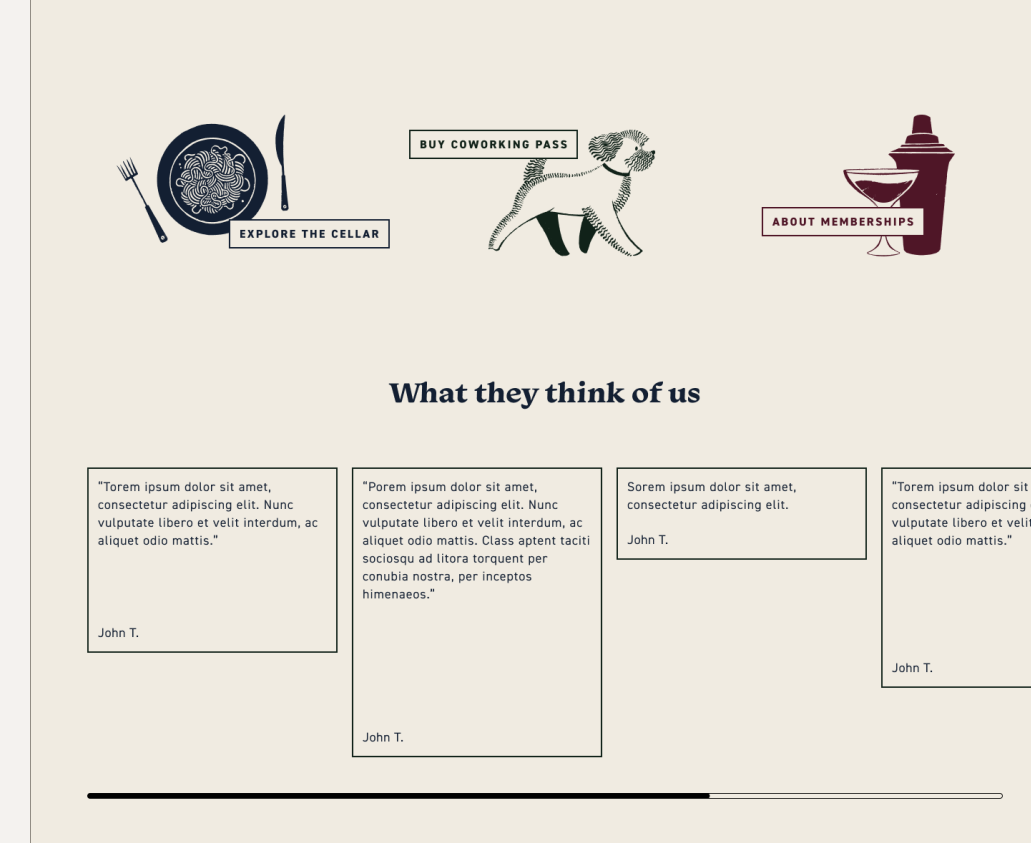
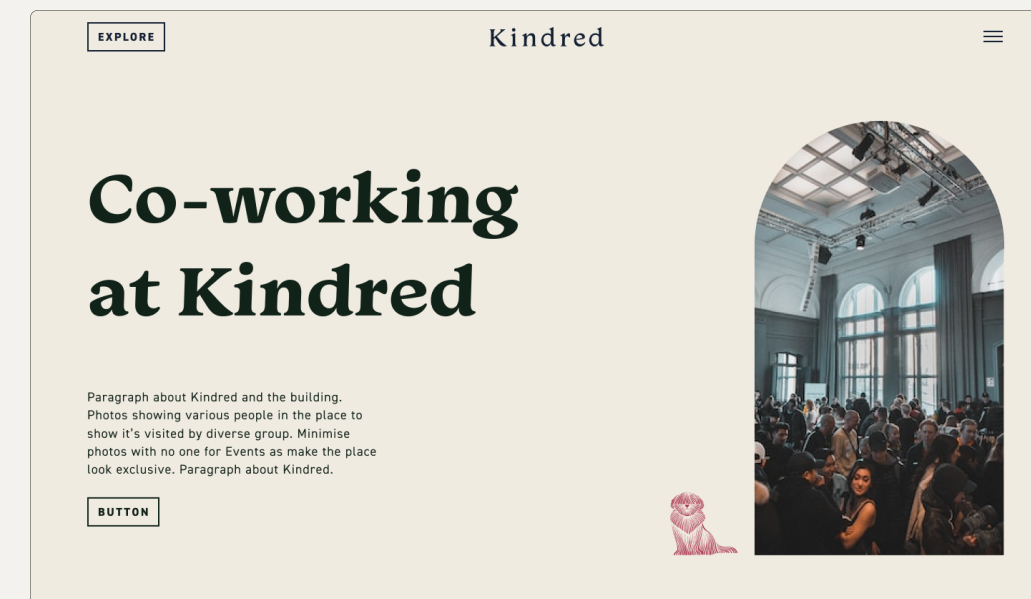
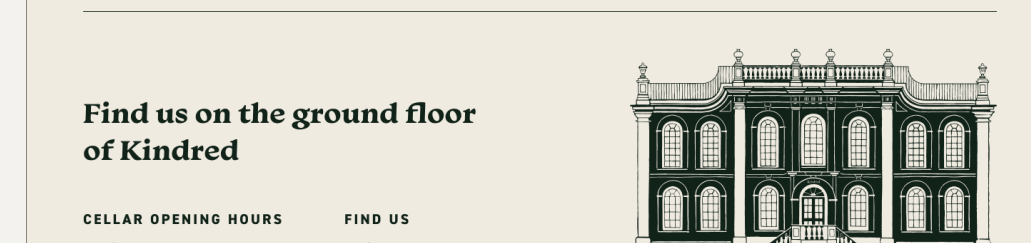
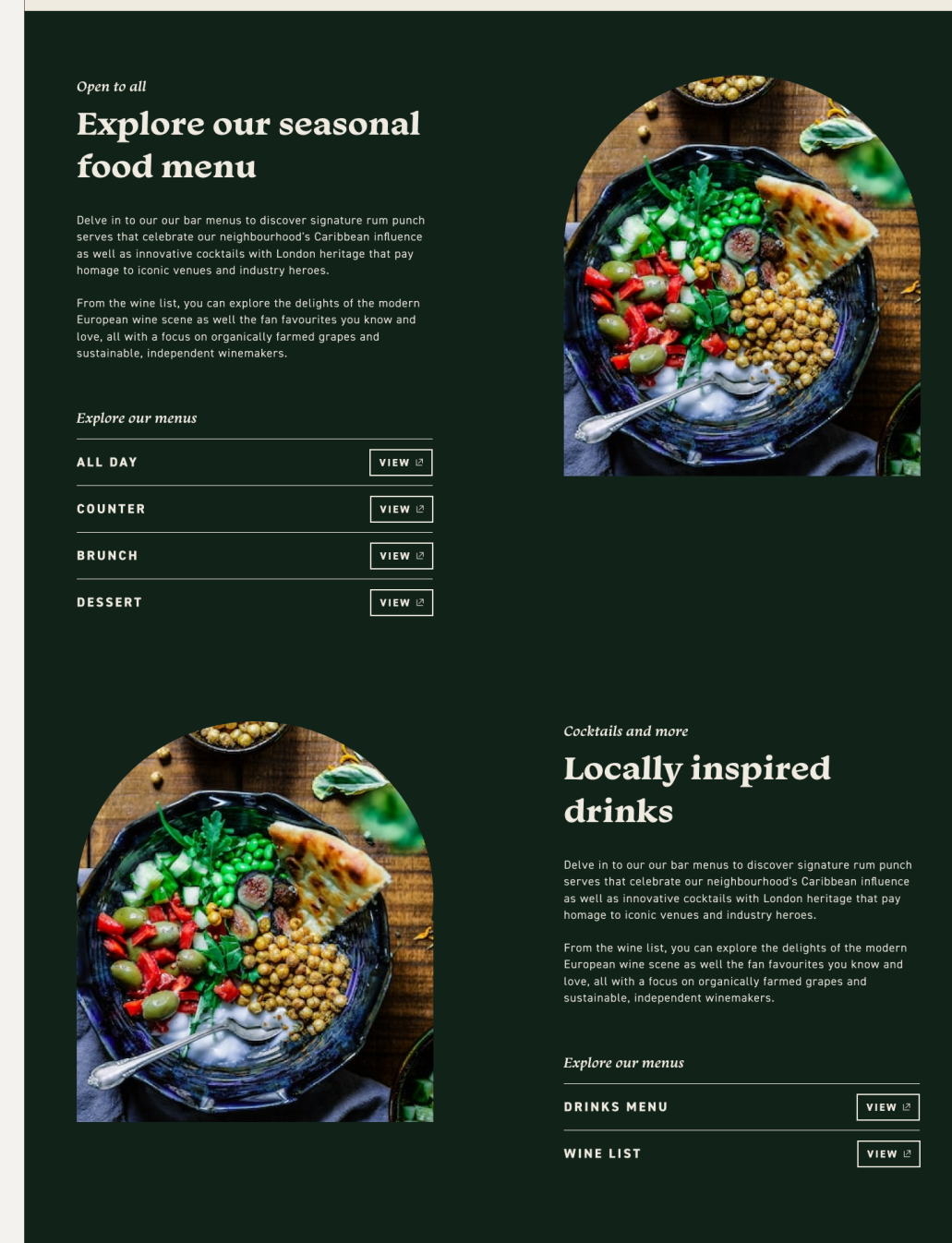
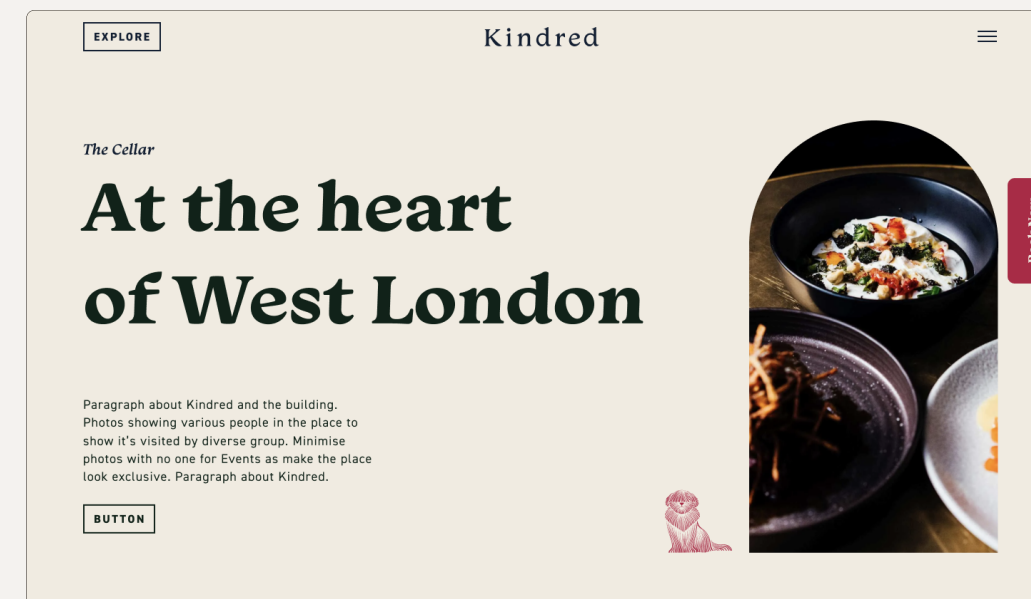
Wearekindred.com

The Goal

The primary goal of the brand new website is to establish a dynamic and engaging platform that embodies an intimate and inclusive experience for live events and dining in Hammersmith, West London without looking elitist and membership-only space.

At its core, the website aims to provide a best-in-class live events program and food offering, accompanied by warm hospitality and a strong sense of connection.

Here's a look to few of the pages that required the most focus. The colours and the design are a reflection of the Kindred's Vibe and tones.

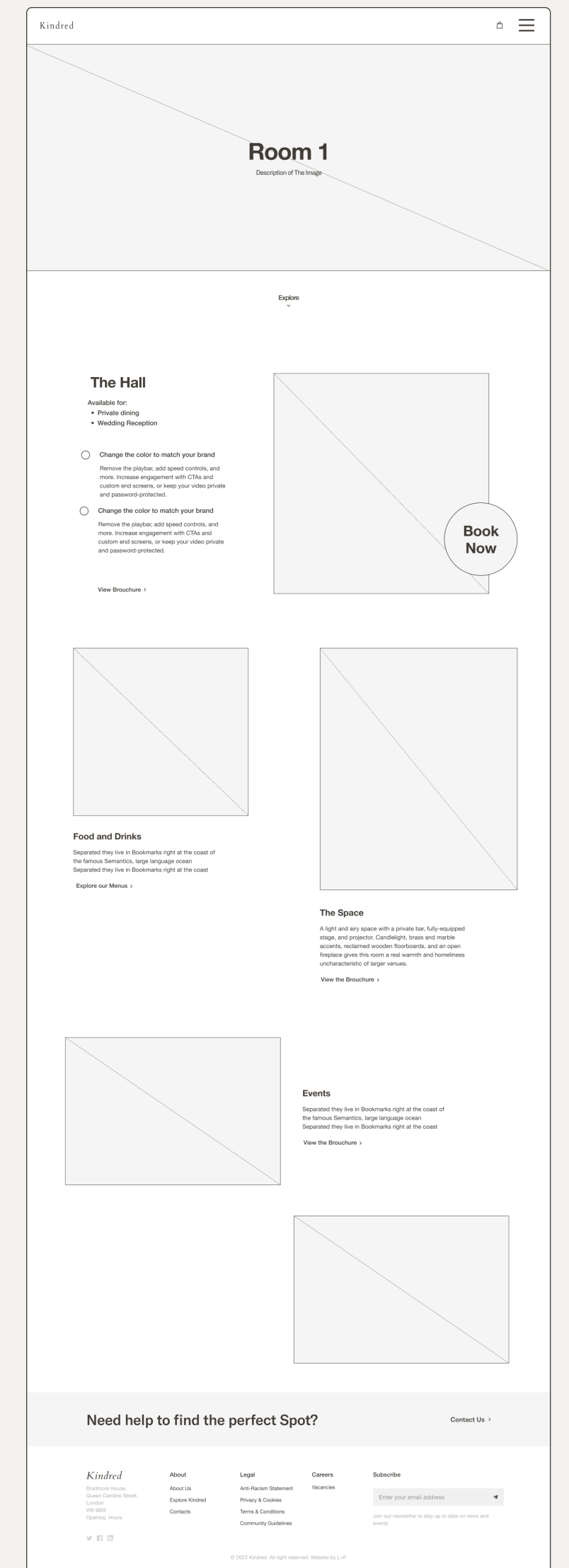
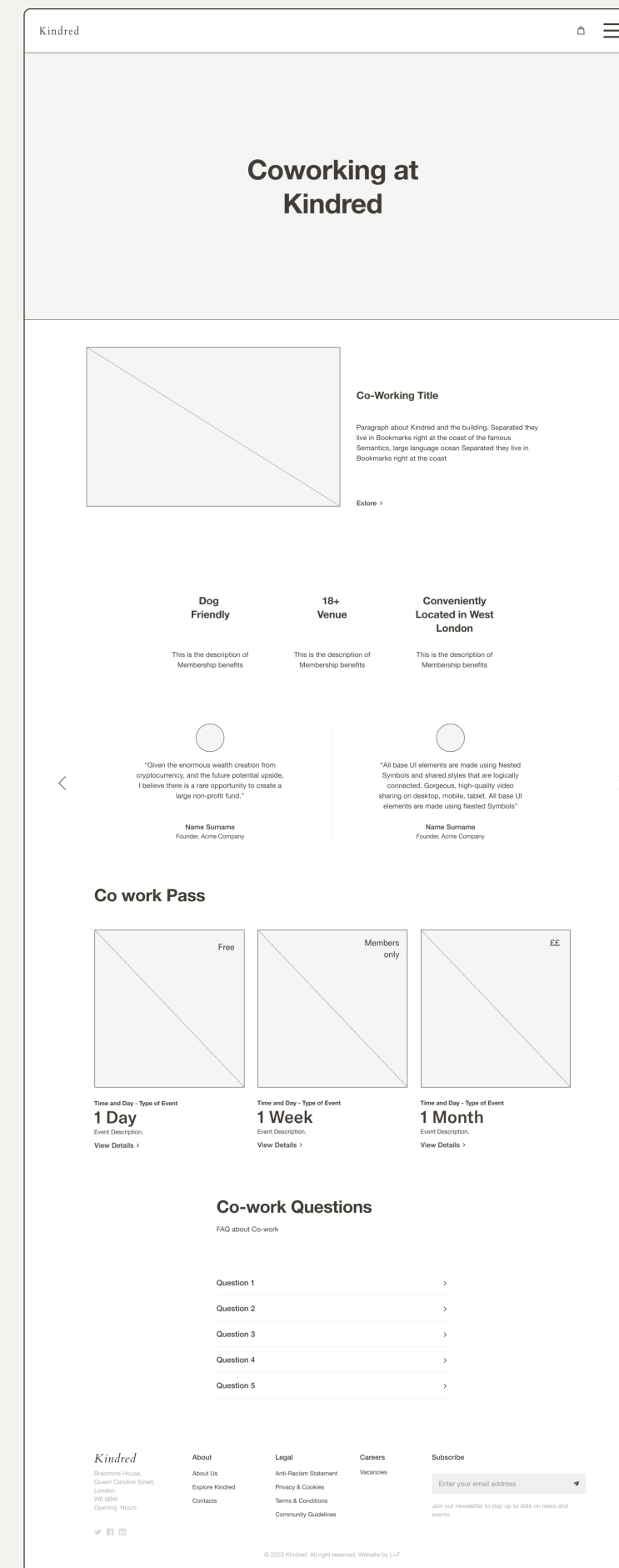
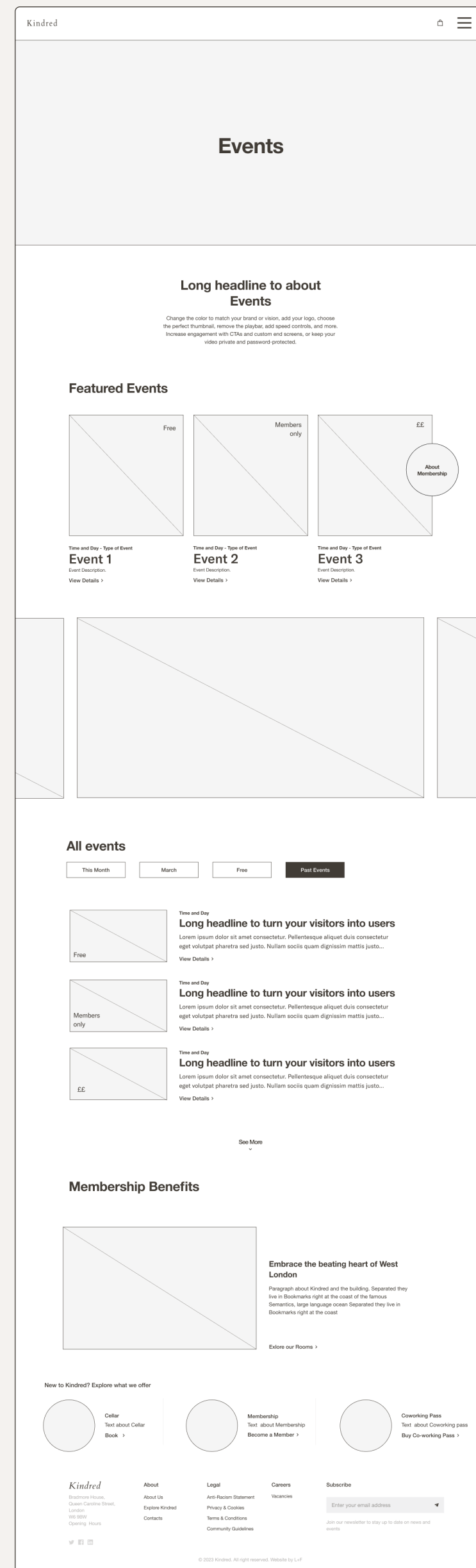
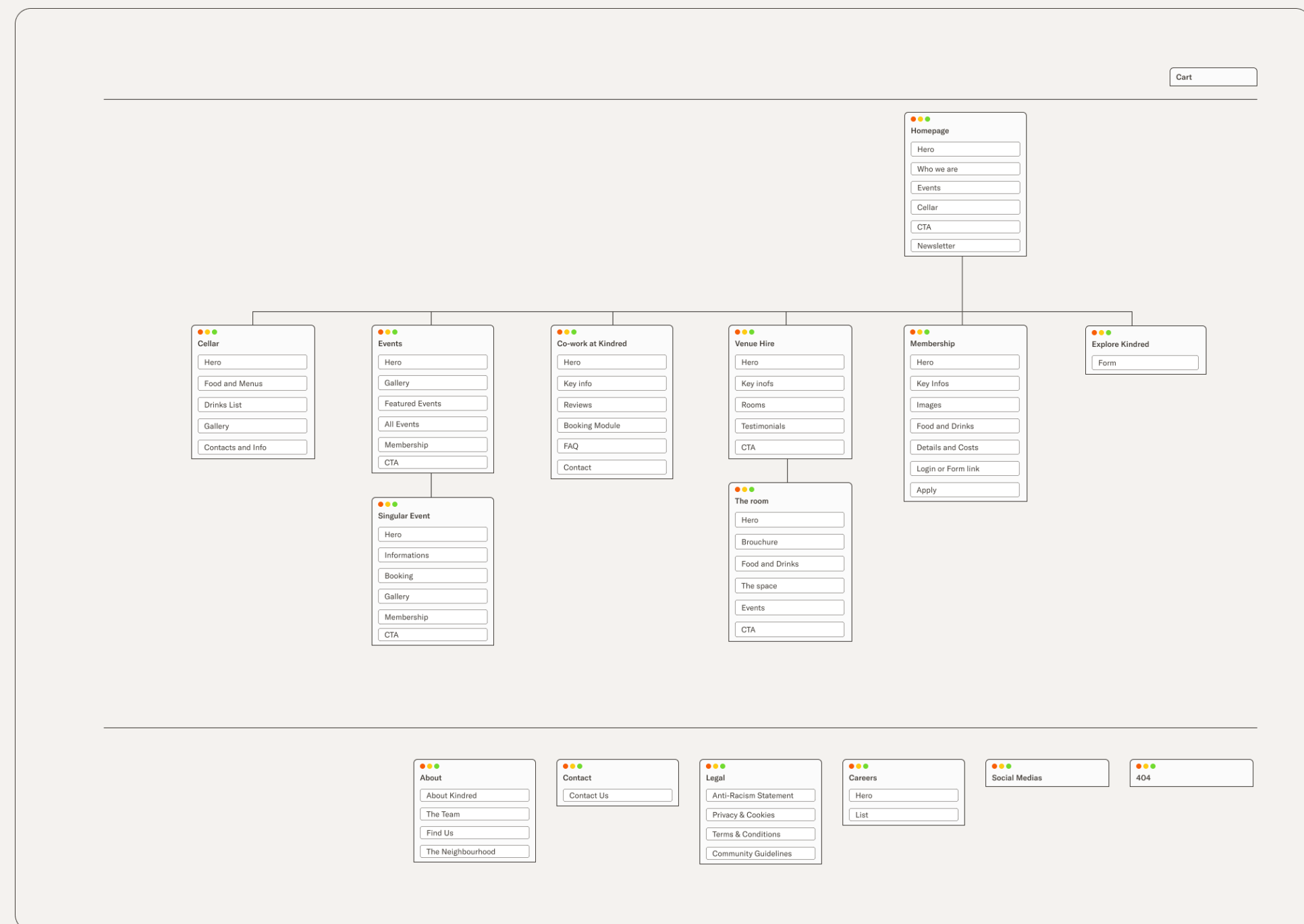


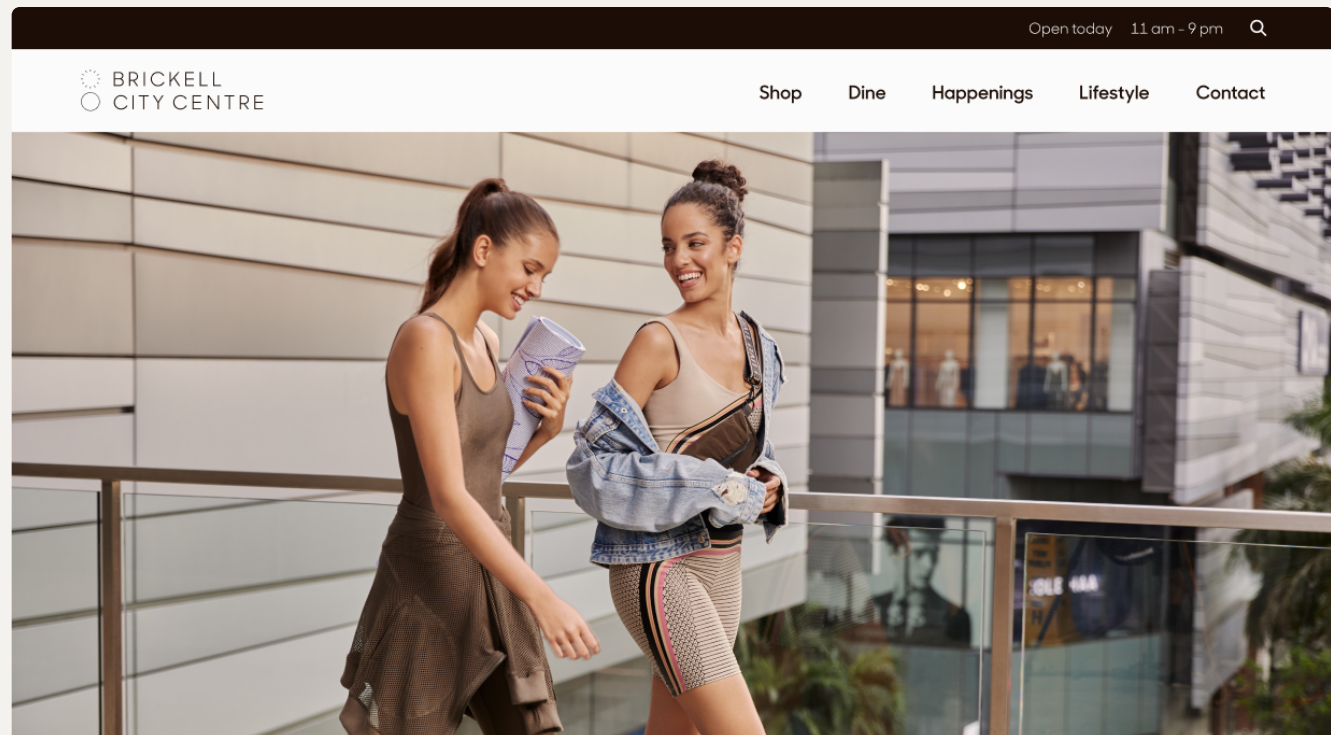
UX Design Process

The new sitemap focuses on **simple and immersive navigation**, highlighting Kindred's offerings at first glance. The user journey starts as a general member and progresses towards becoming a committed subscriber. Users are **encouraged to explore** the venue, dine at Cellar, and attend events, **fostering an immersive and nurturing experience for long-term engagement**. The streamlined design reduces pages and clicks, ensuring an **intuitive user experience**.

The updated sitemap introduces a dedicated page for co-working events, fostering a sense of community. The redesigned venue hire page provides comprehensive information and improved navigation.

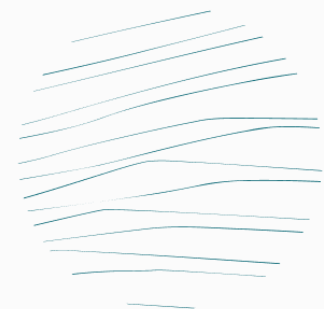
Overall, the new sitemap optimises the user journey, reduces complexity, enhances findability, and boosts user satisfaction and engagement.





Shop the Lifestyle. Live the Moment.

- Shopping**
From events to happy hours, visit our Instagram to see everything that's going on at the Centre.
[Store Directory](#)
- Cafés & Restaurant**
From events to happy hours, visit our Instagram to see everything that's going on at the Centre.
[Explore the Food Hall](#)
- Stay**
From events to happy hours, visit our Instagram to see everything that's going on at the Centre.
[Stay at BCC](#)
[Work](#)
[Reach and Rise](#)



Shop

Featured Brand

From events to happy hours, visit our Instagram to see everything that's going on at the Centre. From events to happy hours, visit our Instagram to see everything that's going on at the Centre. From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

[Store Directory](#)

Community Events



Featured Brand

From events to happy hours, visit our Instagram to see everything that's going on at the Centre. From events to happy hours, visit our Instagram to see everything that's going on at the Centre. From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

[Store Directory](#)

Community Events



Saturday 10/05
Community Meetup
[Learn more](#)

Saturday 10/05
Morning Yoga
[Learn more](#)

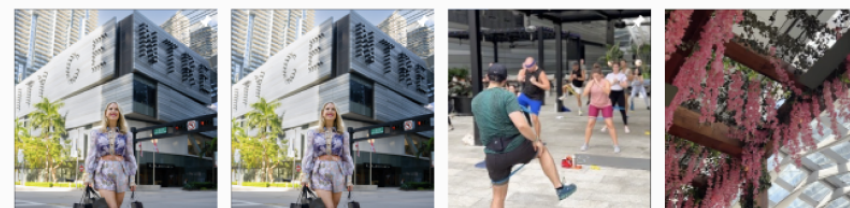
Saturday 10/05
Live Band
[Learn more](#)

EST.33 Thai Craft Brewery & Kitchen
From events to happy hours, visit our Instagram to see everything that's going on at the Centre. From events to happy hours, visit our Instagram to see everything that's going on at the Centre. From events to happy hours, visit our Instagram to see everything that's going on at the Centre.
[Visit vendor's page](#)

@brickellcitycentre

Not following us yet? Want to be the first to know about new shops? From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

[Follow us](#)



BRICKELL CITY CENTRE

Opening Hours: Today: 11 am - 8 pm
Tomorrow: 10 am - 9 pm

Find us: 701 S Miami Ave, Miami, FL 33131
Call us: (305) 676-9480

Sunny Today!

Visit BCC

- Shopping
- Cafés & Restaurants
- Events
- Stay
- Work
- Directory

Visit BCC

- Swire Properties
- About Brickell City Centre
- News
- Careers
- Leave us a Review

Visit BCC

- Leasing
- Advertising
- Keep in touch
- Privacy Policy
- Site Map



Feb 22 - Ongoing

Brickell City Centre

UX/ UI Redesign

UX Research

Big Budget

About this Project

The Brickell City Centre website, owned by Swire Properties, underwent a comprehensive design project to address non-functional blocks, improve user-friendliness, and rectify UI defects. The result is a revitalised online platform that provides visitors with a seamless and engaging gateway to explore Miami's premier shopping and lifestyle destination.

Role

UX/UI Designer

Sitemap • Wireframes • Competitive analysis

• Personas • UX Review • Design System •

Design Blocks • Presentations

Website

brickellcitycentre.com

Research & Personas

Extensive UX research shaped the sitemap and wireframes by identifying key user personas. Interviews, surveys, and usability tests revealed diverse user needs and preferences. The personas guided the design of an intuitive sitemap and user-centric wireframes, leading to a satisfying user experience.

CURRENT SITE REVIEW

PERSONAS

Sofia
Entrepreneur & Freelance Designer

28 Years Old
Occupation: Entrepreneur
Location: Chicago, Illinois

Profile: Sofia is a creative and driven individual who runs her own design business. She is passionate about technology and innovation, often exploring the latest trends in digital design. She is a frequent traveler and enjoys exploring new cities and cultures. She is a social media enthusiast and loves sharing her work and experiences online.

Goals and expectations:
1. To find a platform that offers a wide range of design services.
2. To have a user-friendly interface that makes it easy to browse and purchase products.
3. To have a reliable and secure checkout process.

Shopping habits:
1. She shops online frequently.
2. She is a frequent traveler and enjoys exploring new cities and cultures.

Challenges:
1. Finding a platform that offers a wide range of design services.
2. Having a user-friendly interface that makes it easy to browse and purchase products.

Needs and expectations:
1. To find a platform that offers a wide range of design services.
2. To have a user-friendly interface that makes it easy to browse and purchase products.

Website usage:
1. She uses the website to find inspiration and ideas for her work.
2. She uses the website to purchase design services and products.

Alex
Artist and Tech Geek

34 Years Old
Occupation: Software Engineer
Location: New York, NY

Profile: Alex is a creative and tech-savvy individual who enjoys exploring the latest trends in technology and art. He is a frequent traveler and enjoys exploring new cities and cultures. He is a social media enthusiast and loves sharing his work and experiences online.

Goals and expectations:
1. To find a platform that offers a wide range of design services.
2. To have a user-friendly interface that makes it easy to browse and purchase products.

Shopping habits:
1. He shops online frequently.
2. He is a frequent traveler and enjoys exploring new cities and cultures.

Challenges:
1. Finding a platform that offers a wide range of design services.
2. Having a user-friendly interface that makes it easy to browse and purchase products.

Needs and expectations:
1. To find a platform that offers a wide range of design services.
2. To have a user-friendly interface that makes it easy to browse and purchase products.

Website usage:
1. He uses the website to find inspiration and ideas for his work.
2. He uses the website to purchase design services and products.

Maria
Family Centered Designer

32 Years Old
Occupation: Graphic Designer
Location: Los Angeles, CA

Profile: Maria is a creative and family-oriented individual who enjoys exploring the latest trends in design and technology. She is a frequent traveler and enjoys exploring new cities and cultures. She is a social media enthusiast and loves sharing her work and experiences online.

Goals and expectations:
1. To find a platform that offers a wide range of design services.
2. To have a user-friendly interface that makes it easy to browse and purchase products.

Shopping habits:
1. She shops online frequently.
2. She is a frequent traveler and enjoys exploring new cities and cultures.

Challenges:
1. Finding a platform that offers a wide range of design services.
2. Having a user-friendly interface that makes it easy to browse and purchase products.

Needs and expectations:
1. To find a platform that offers a wide range of design services.
2. To have a user-friendly interface that makes it easy to browse and purchase products.

Website usage:
1. She uses the website to find inspiration and ideas for her work.
2. She uses the website to purchase design services and products.

COMPETITOR ANALYSIS

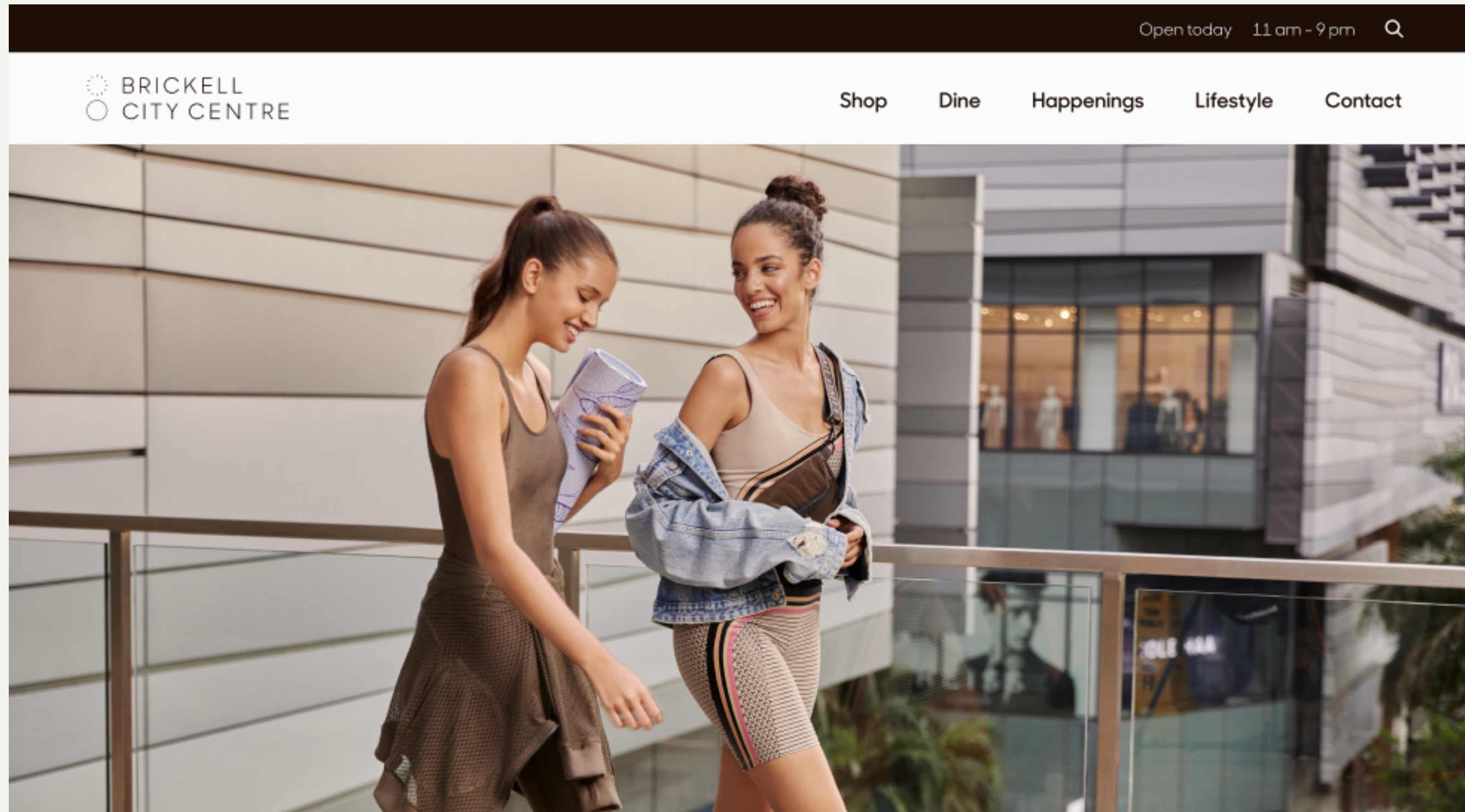
AVENTURA MALL

BATTERSEA POWER STATION

DUBAI MALL

STONEBRIAR

Concepts



Shop the Lifestyle. Live the Moment.

Shopping

From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

Cafés & Restaurant

From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

Stay

From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

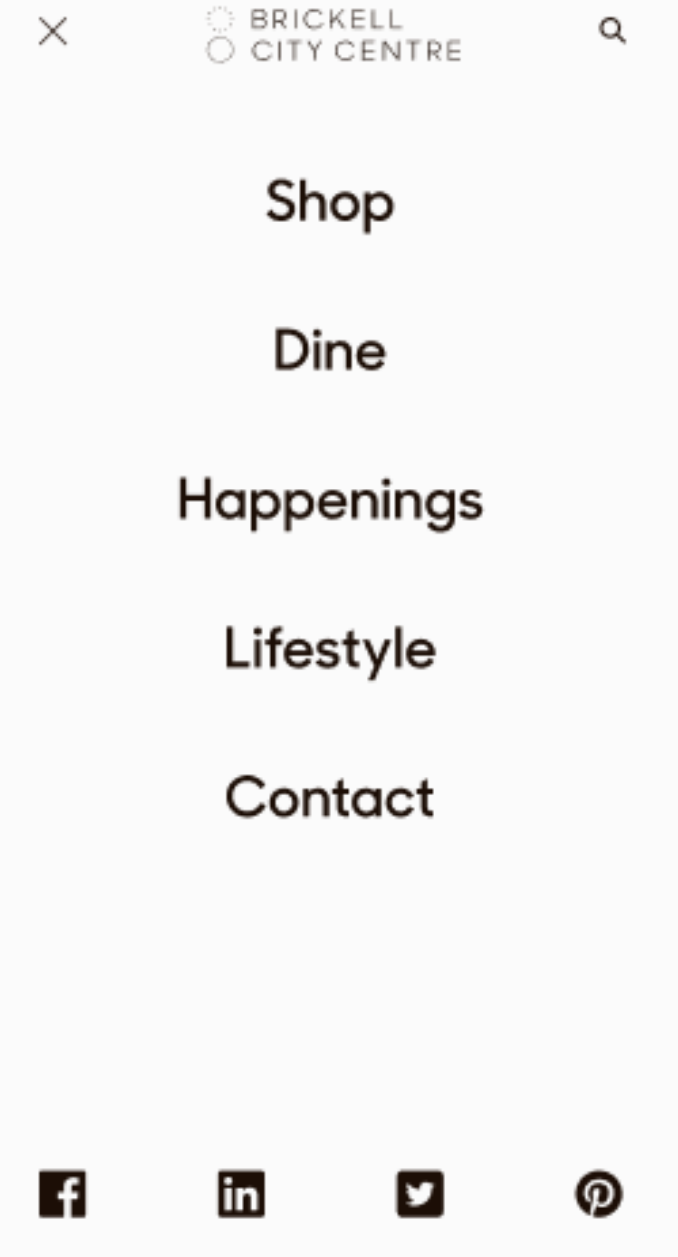


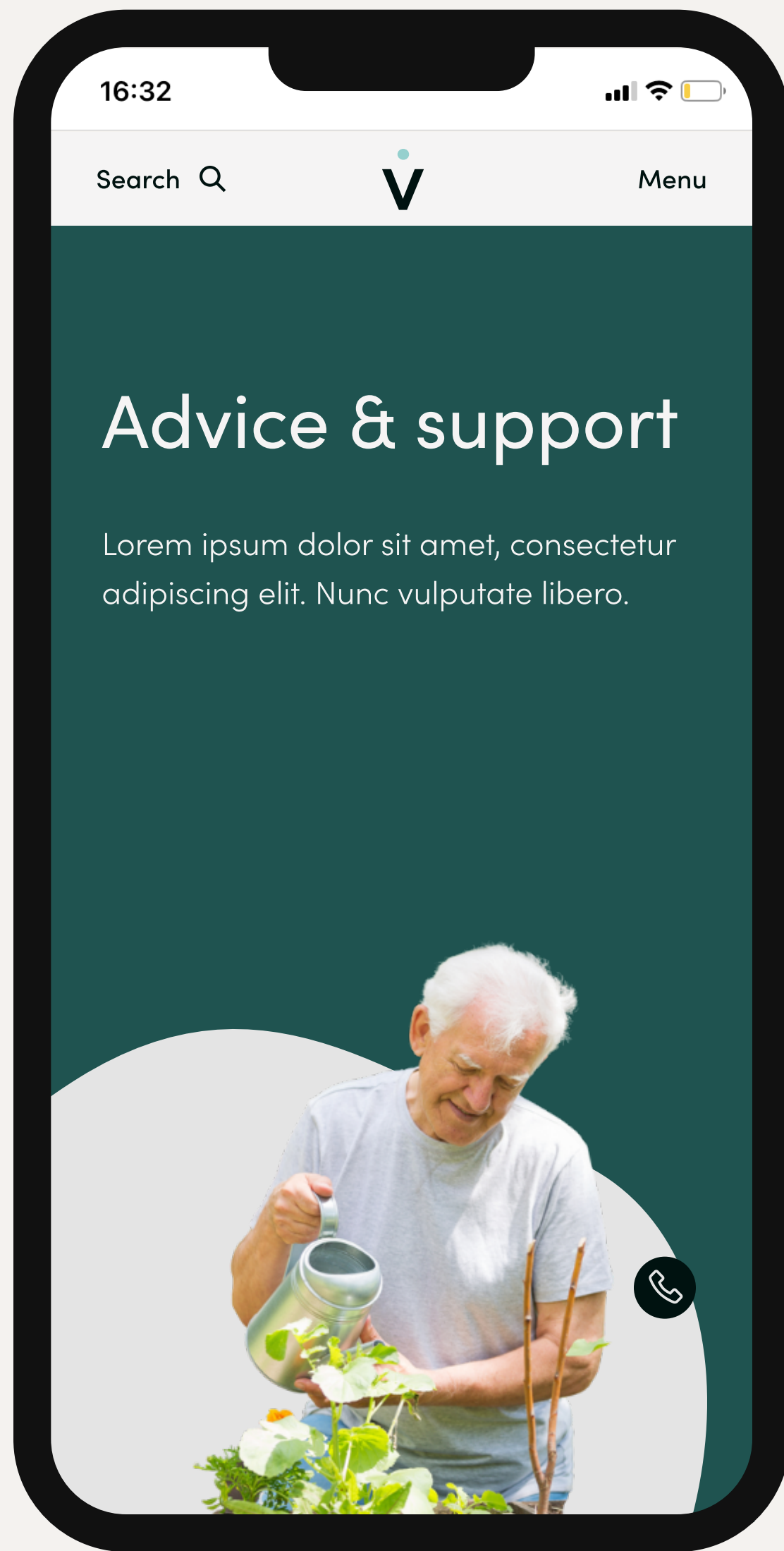
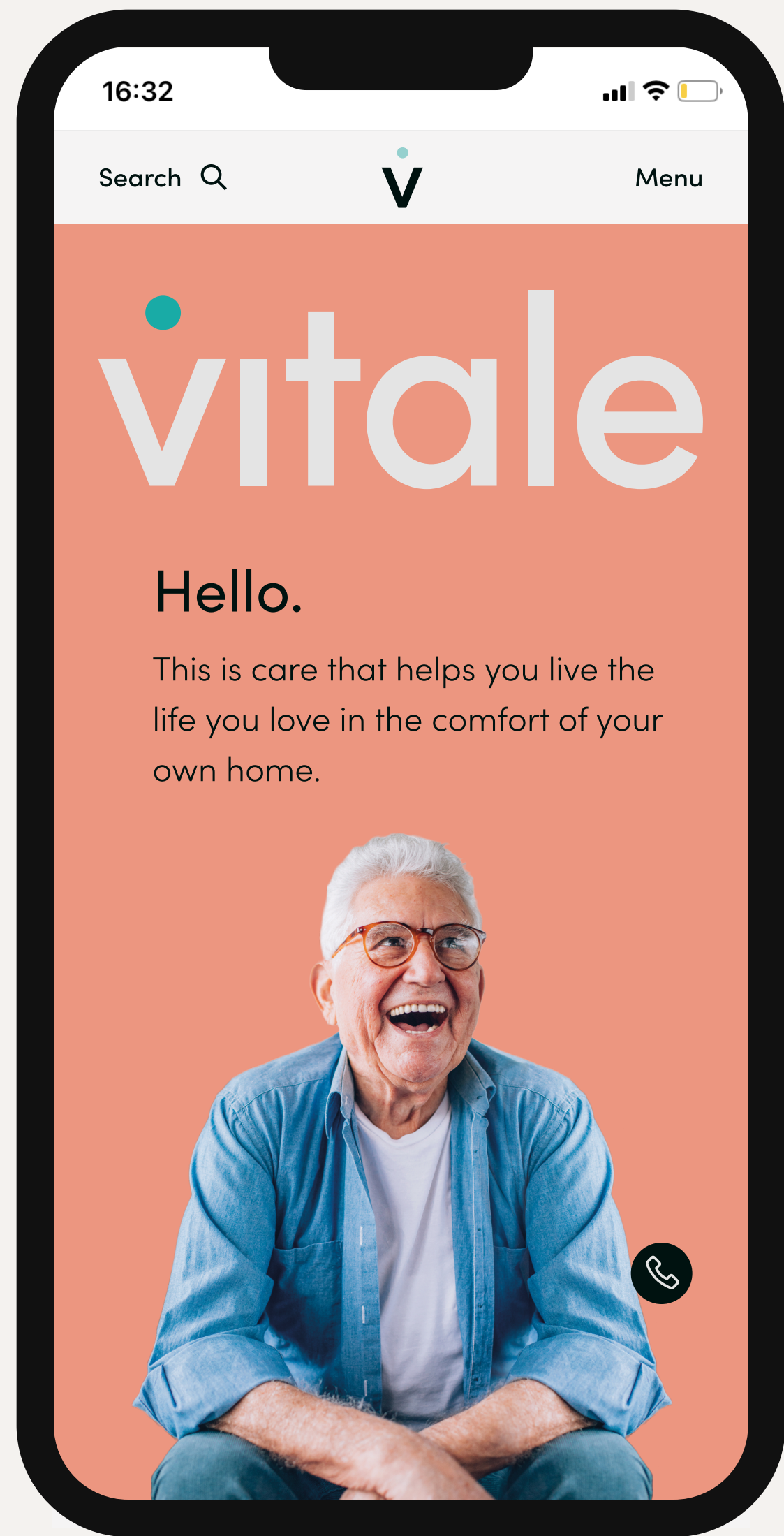
Shop the lifestyle. Live the moment.

Shop

From events to happy hours, visit our Instagram to see everything that's going on at the Centre.

Store Directory →





Dec 22 - Mar 23

Vitale Care

New Website

Accessibility Focus

About this Project

Design a brand new website for a senile healthcare startup based in Sussex, UK. The aim of the website is to create a welcoming platform for elderly, disabled and their loved ones to find informations and support for home care. The goal of designing an Elderly healthcare website is to create an inclusive and positive online platform to seek assistance and care. This design revolves all around Inclusivity, accessibility and easy navigation.

Role

UX/UI Designer

Sitemap · Wireframes · Design System · Design Blocks · Presentations

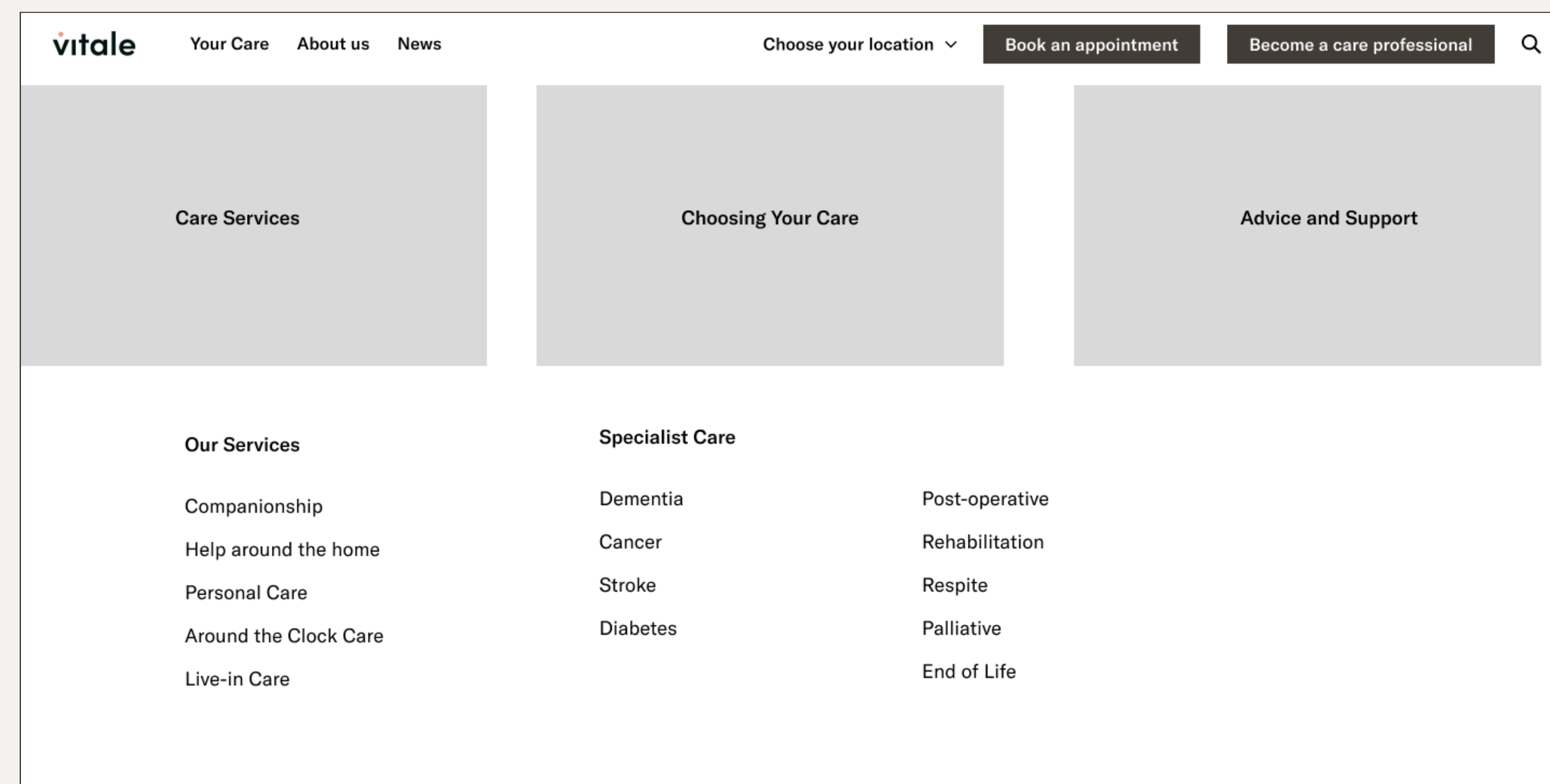
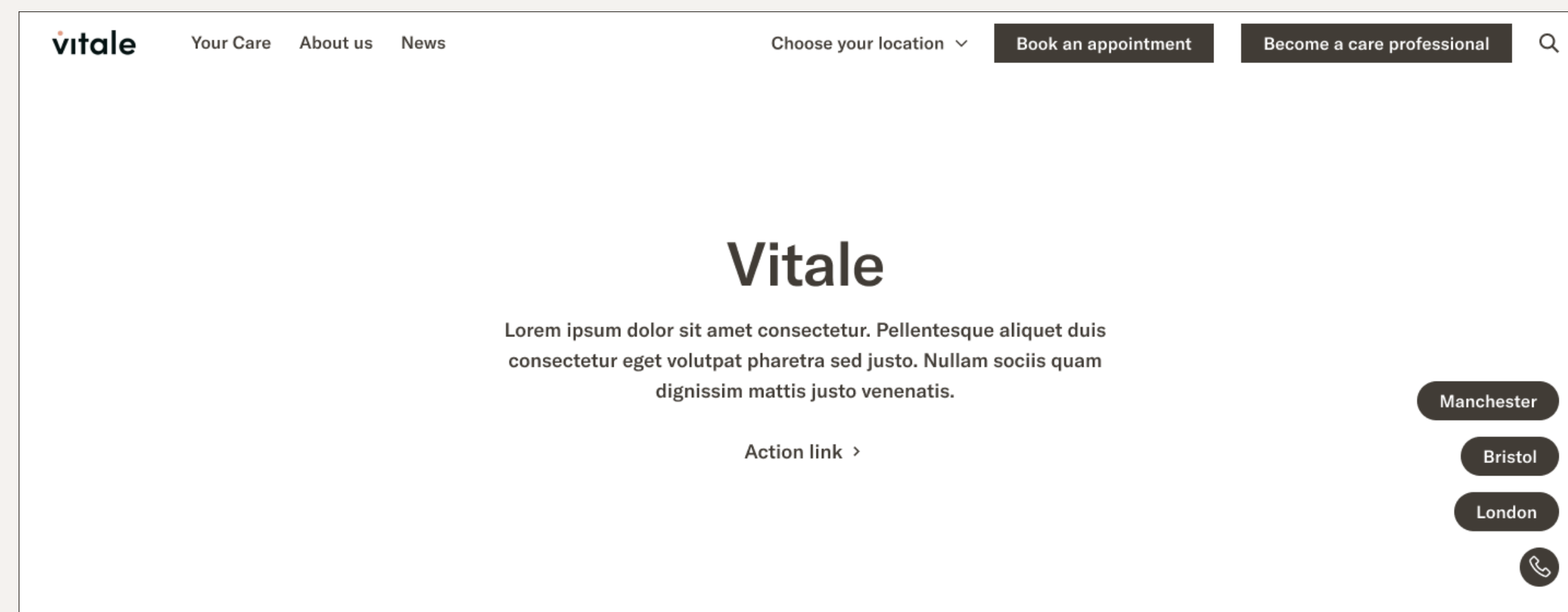
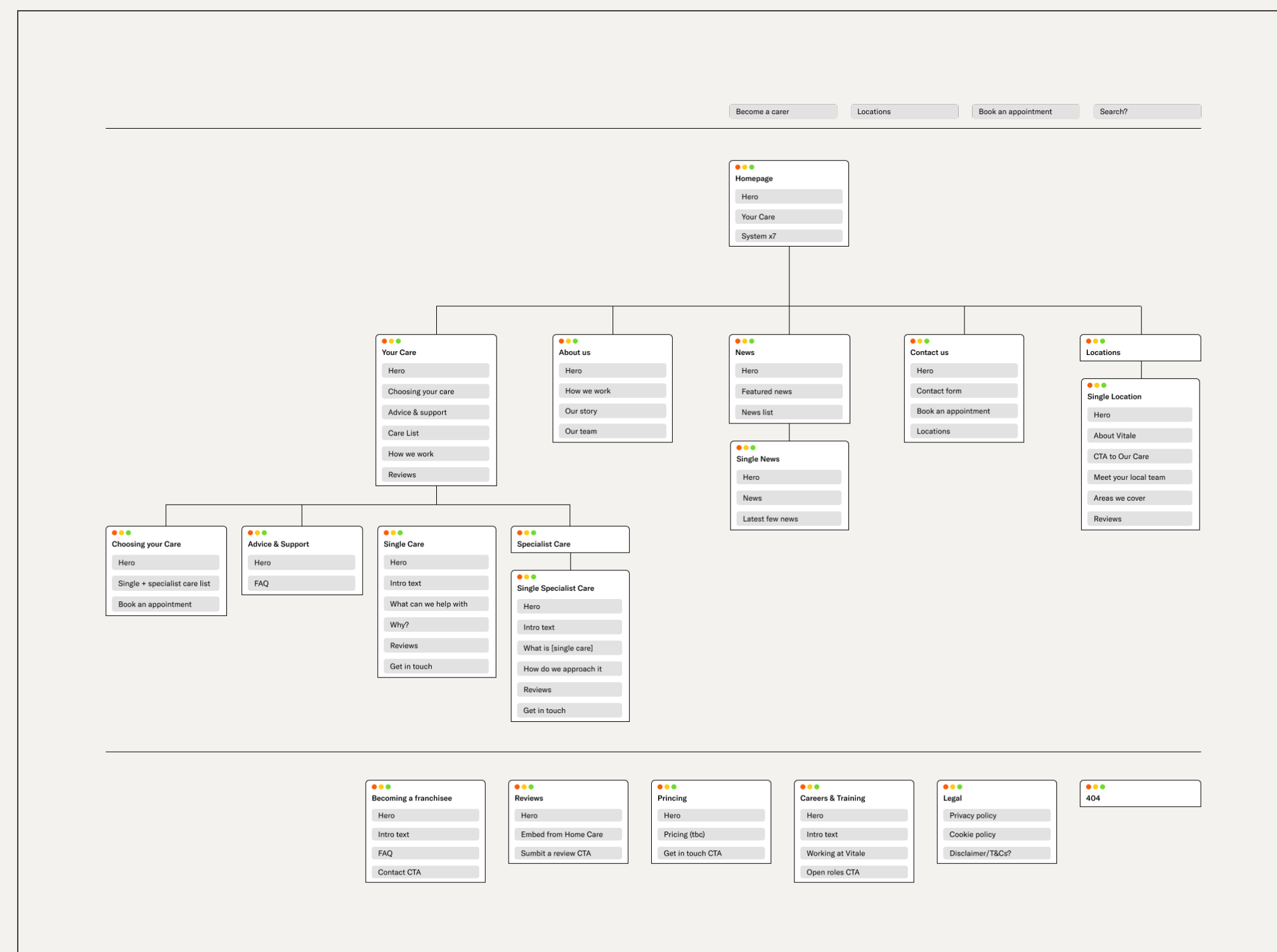
Website

Vitalecare.co.uk

Focus on Accessibility

Designing a website for an Elderly healthcare company prioritises accessibility and seamless adaptation of an external branding.

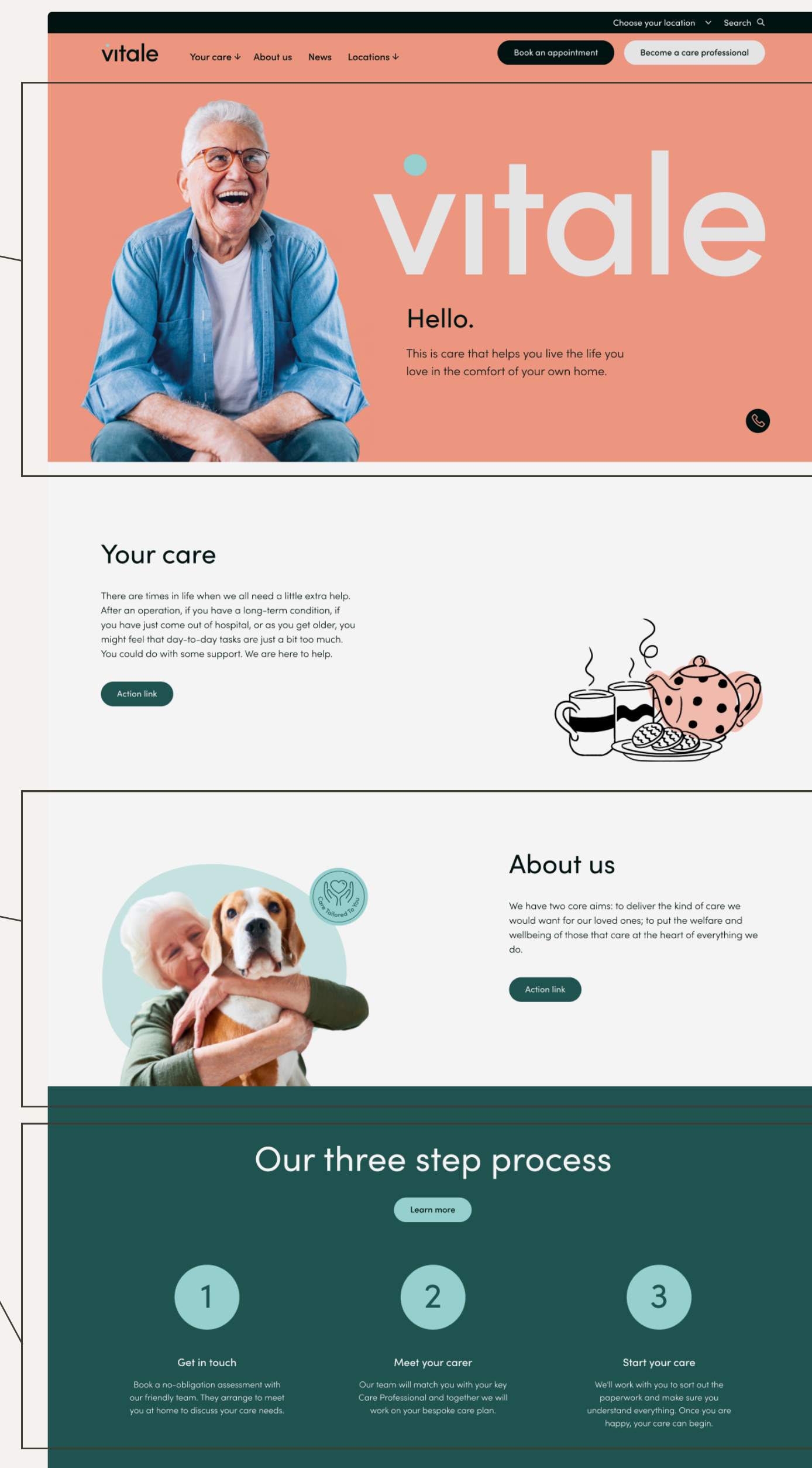
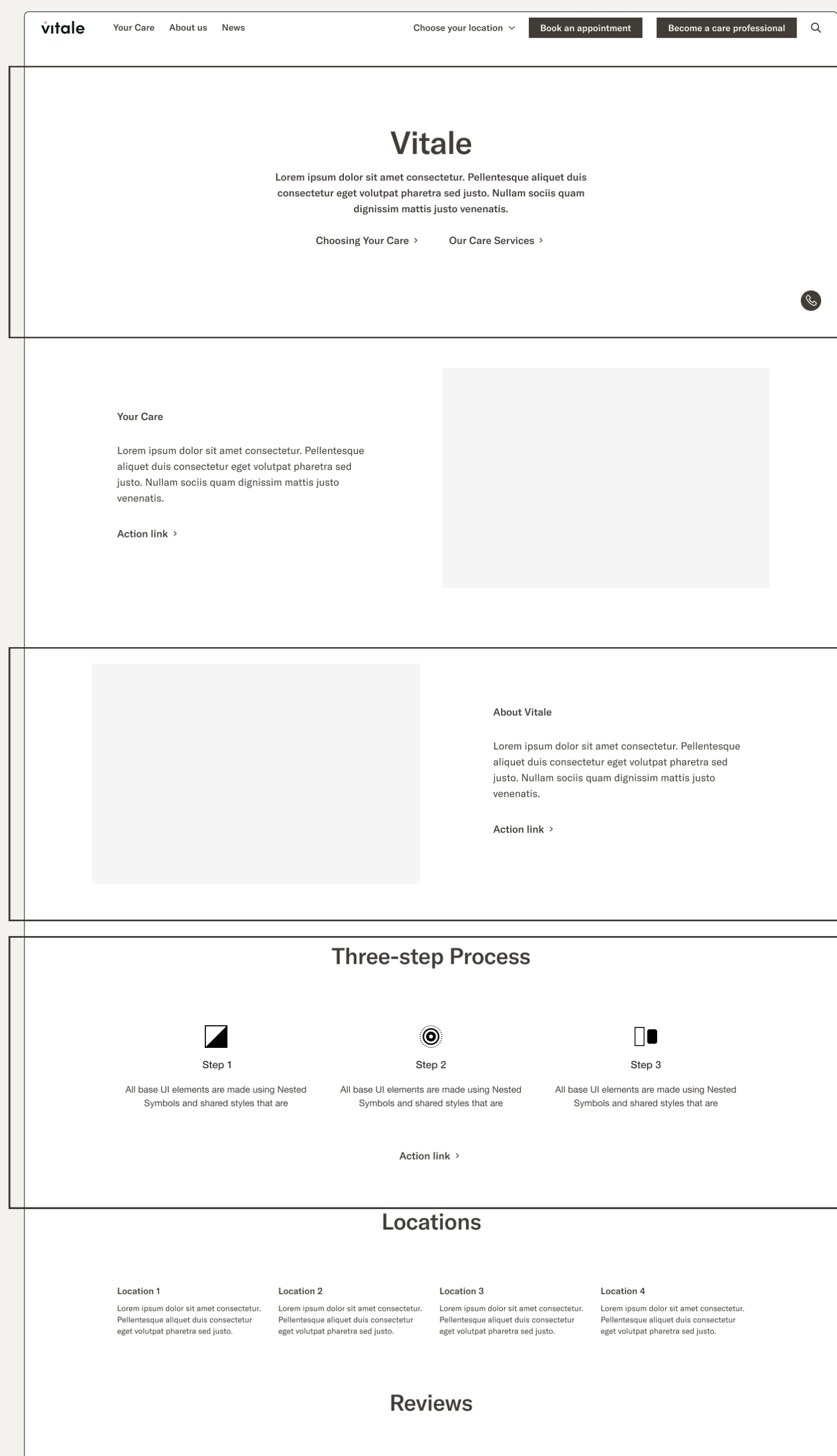
The focus is on making the website accessible to all users, with the use of **bigger font sizes, high contrast colours, and intuitive navigation.** In the **UX process the focus was on simplicity and clarity,** evident in the clear sitemap and straightforward navigation structure.



From UX to UI

Designing a website for an Elderly healthcare company prioritises accessibility and seamless adaptation of an external branding.

The focus is on making the website accessible to all users, with the use of **bigger font sizes**, **high contrast colours**, and **intuitive navigation**. In the **UX process** the focus was on **simplicity and clarity**, evident in the clear sitemap and straightforward navigation structure.



SPOTLIGHT

ART



A Photographer Focuses On Her African Roots – And The Continent's Future

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

[READ ARTICLE](#)

TV SHOW

Jada Pinkett Smith On How She Found Her Queen Njinga For Netflix's 'African Queens'

ART

Sess Essoh's Collage Paintings Amplify Africa's Revolutionary History

FILM

Africa's Largest Film Festival Focuses On Strong Women

ART

Sess Essoh's Collage Paintings Amplify Africa's Revolutionary History

ART

FEATURED ART ARTICLES

[VIEW MORE](#)

ART



FILM



Africa's Largest Film Festival Focuses On Strong

ART



Dec 22 - Apr 23

Statement

[New Website](#)

[Direction](#)

About this Project

As my first directed project, I undertook the challenging task of designing a website for a film startup. Despite being new to project management, I was determined to **overcome the obstacles posed by a limited budget and a tight timeline**. This project provided an invaluable opportunity for me to apply my UX design skills in a real-world scenario, showcasing my ability to deliver effective solutions even under challenging circumstances.

Role

UX/UI Designer

[Sitemap](#) • [Wireframes](#) • [Design System](#) • [Design Blocks](#) • [Presentations](#)

Website

[Statement.com](#)

ALL CULTURE

CATEGORY +

SORT BY +

Jada Pinkett Smith On How She Found Her Queen Njinga For Netflix's 'African Queens'	TV SHOW	READ ARTICLE
Sess Essoh's Collage Paintings Amplify Africa's Revolutionary History	ART	READ ARTICLE
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Sess Essoh's Collage Paintings Amplify Africa's Revolutionary History	ART	READ ARTICLE
Sess Essoh's Collage Paintings Amplify Africa's Revolutionary History	ART	READ ARTICLE

THE MEDIA COMPANY FOR AFRICAN CREATORS

STATEMENT

CREATOR STUDIO

TV & FILM

ABOUT



ALL Culture Film Fashion Culture Film Fashion Intelligence

INDEX

ARTICLES +

CATEGORY +

SORT BY DATE +

TV SHOW	Jada Pinkett Smith On How She Found Her Queen Njinga For Netflix's 'African Queens'	READ ARTICLE
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INTELLIGENCE

CATEGORY +

SORT BY +

A-Z

Z-A

DATE

TYPE

Fashion In The Middle East: Optimism And Transformation	TV/ FILM, FASHION	2023 +
Fashion In The Middle East: Optimism And Transformation	TV/ FILM, FASHION	2023 +
Fashion In The Middle East: Optimism And Transformation	TV/ FILM, FASHION	2023 +



FASHION IN THE MIDDLE EAST: OPTIMISM AND TRANSFORMATION

TV/ FILM, FASHION
2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus.

DOWNLOAD

The Challenges I faced and how I overcame them:

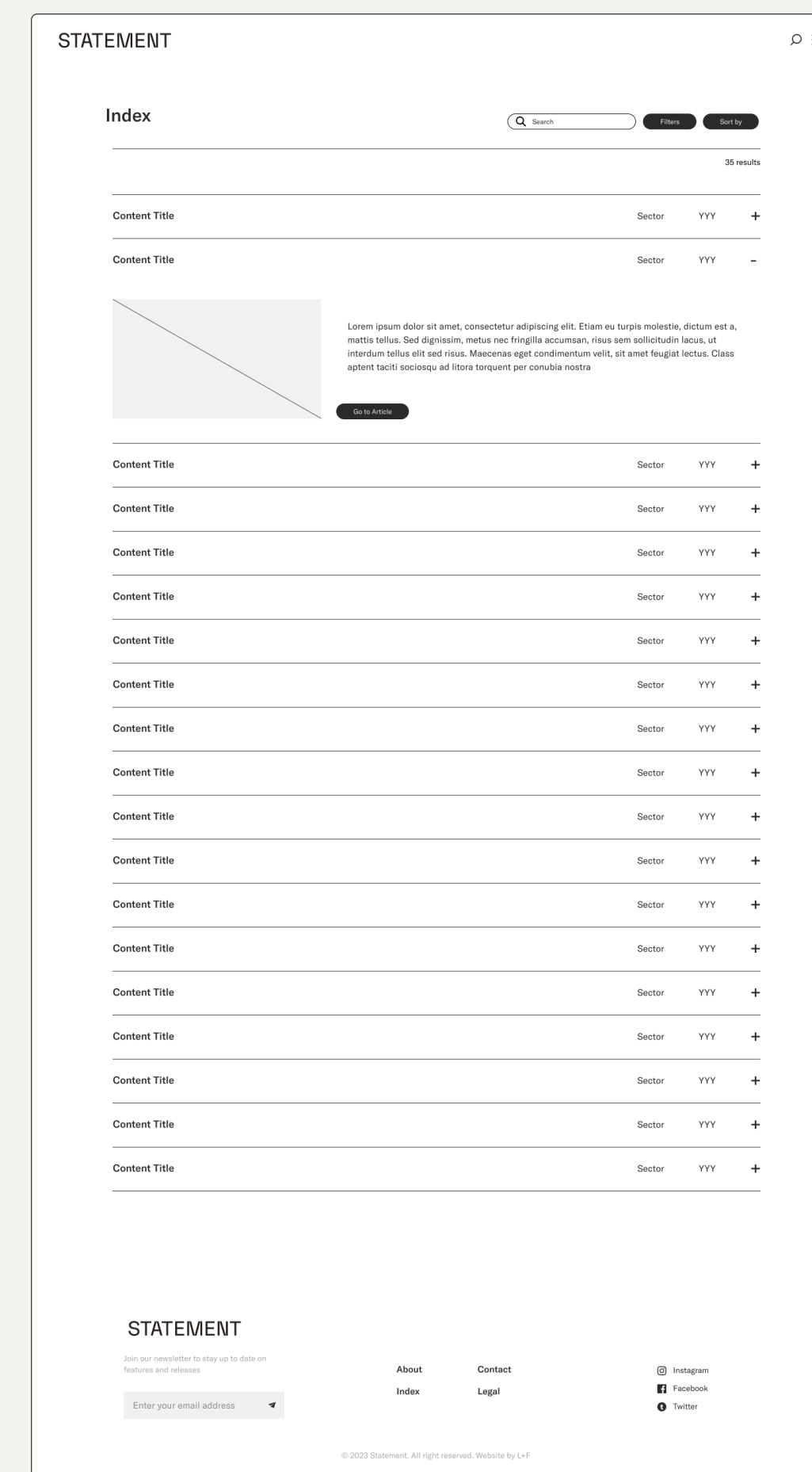
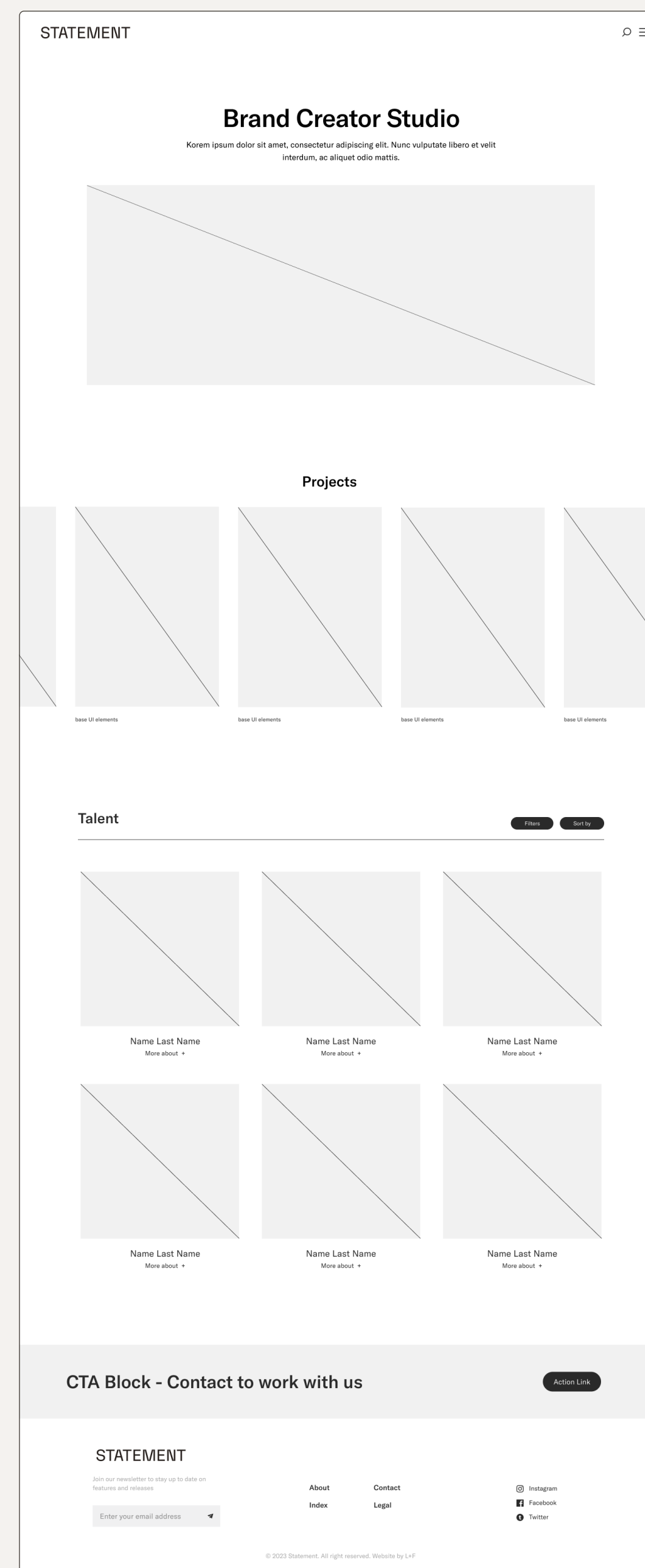
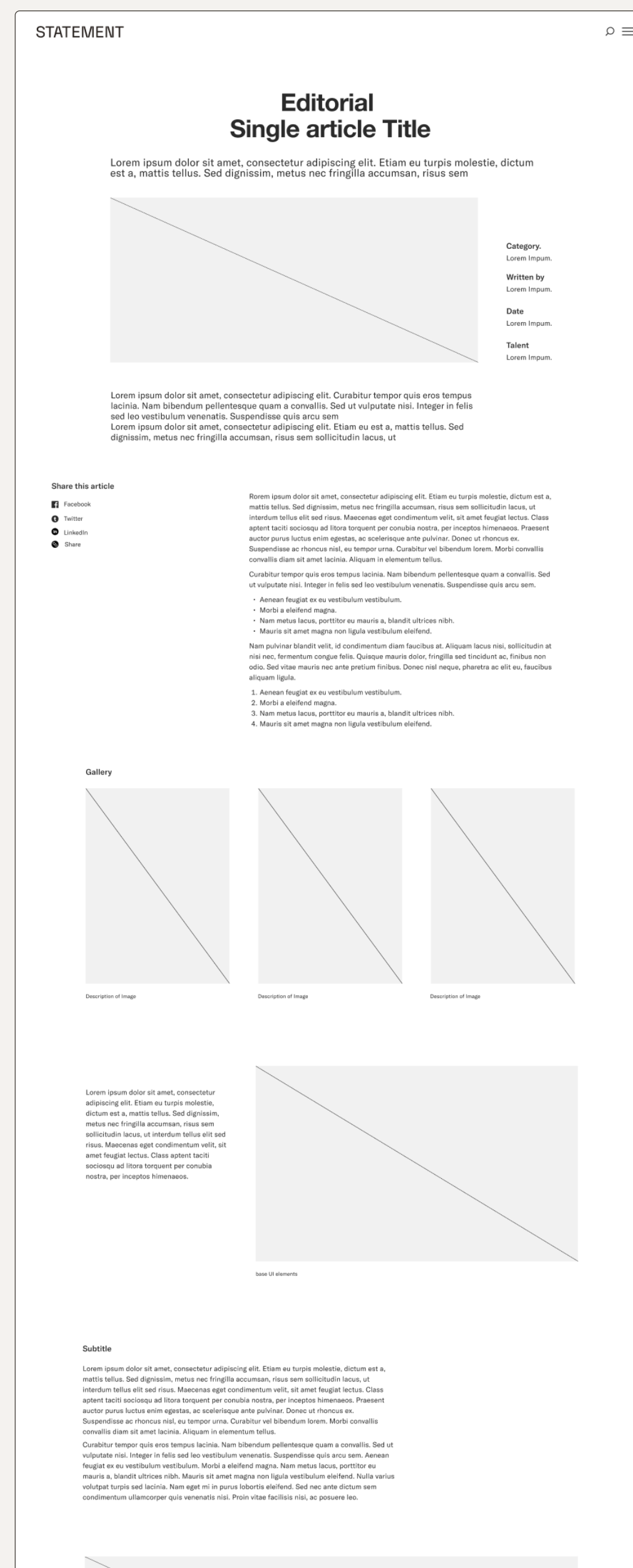
Modular Design: Recognising the importance of adaptability, I adopted a modular design approach that allowed for easy content updates and future scalability.

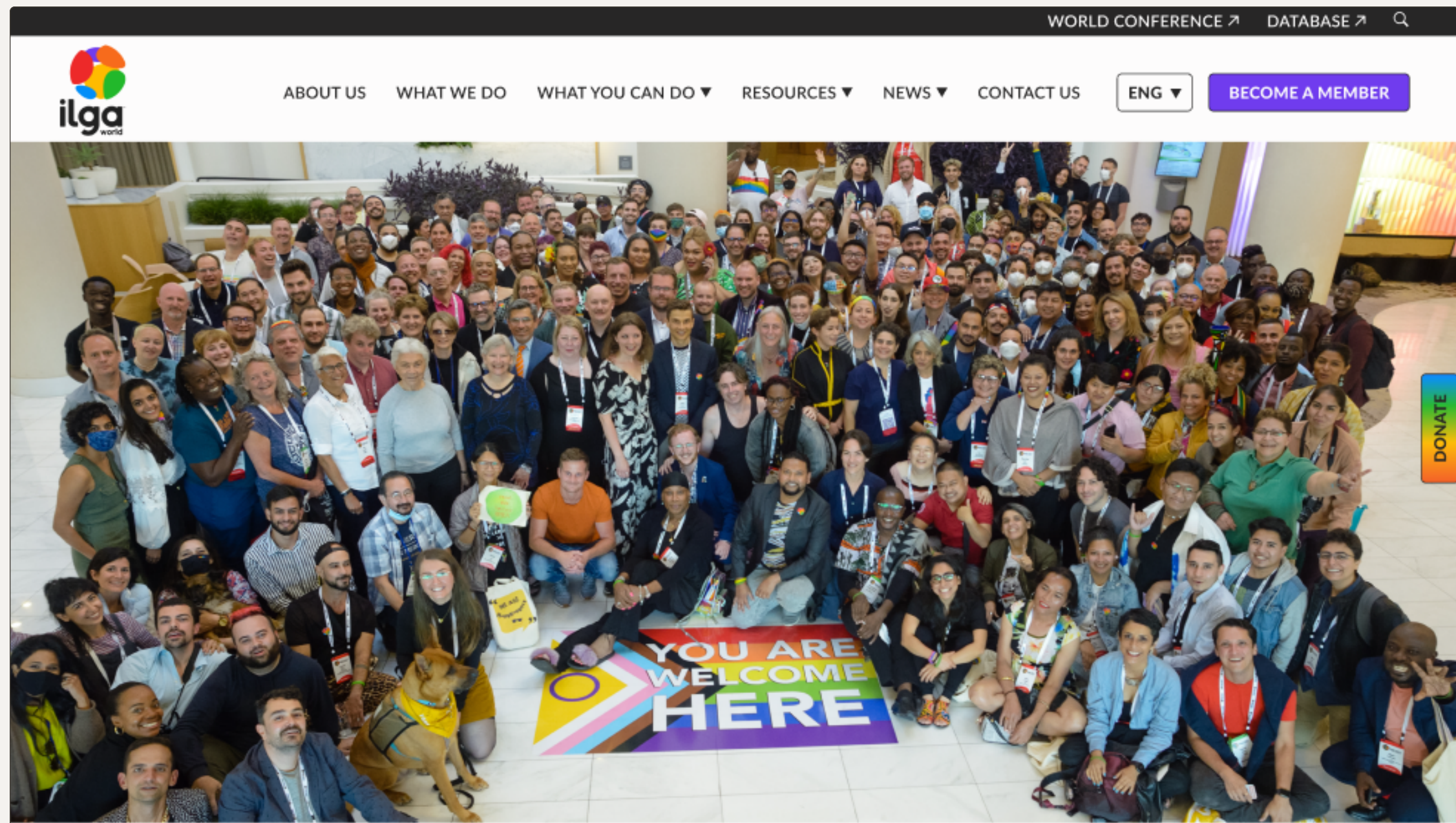
Resourceful Thinking: Given the limited budget, I approached the project with resourcefulness in mind.

Effective Time Management: Managing the project within a tight timeline required efficient time management.

Wireframing

Given the constraints of limited time and budget, I took a strategic approach to create **three types of adaptable pages: Editorial, Images Based, and Databases.** These page types were designed to accommodate a **wide range of content** and provide flexibility for the film startup.





ILGA WORLD

THE INTERNATIONAL LESBIAN, GAY, BISEXUAL, TRANS AND INTERSEX ASSOCIATION

LATEST NEWS



Apr 23 - Jun 23 (In Development)

ILGA World

UX/UI Consultation

Freelance

About this Project

The project involved providing a **UX consultation** and implementing structural changes to the website of ILGA World, a prominent international LGBTQI+ advocacy organisation. The existing website had some usability issues, including page repetition, an ineffective sitemap journey, and difficult navigation.

However, it was determined that a full website redesign was not required at this stage, and the focus was on offering recommendations for improvement while migrating the website to the WordPress platform.

Role

UX/UI Designer

Sitemap · Wireframes · Design System · Design Blocks · Presentations

Website

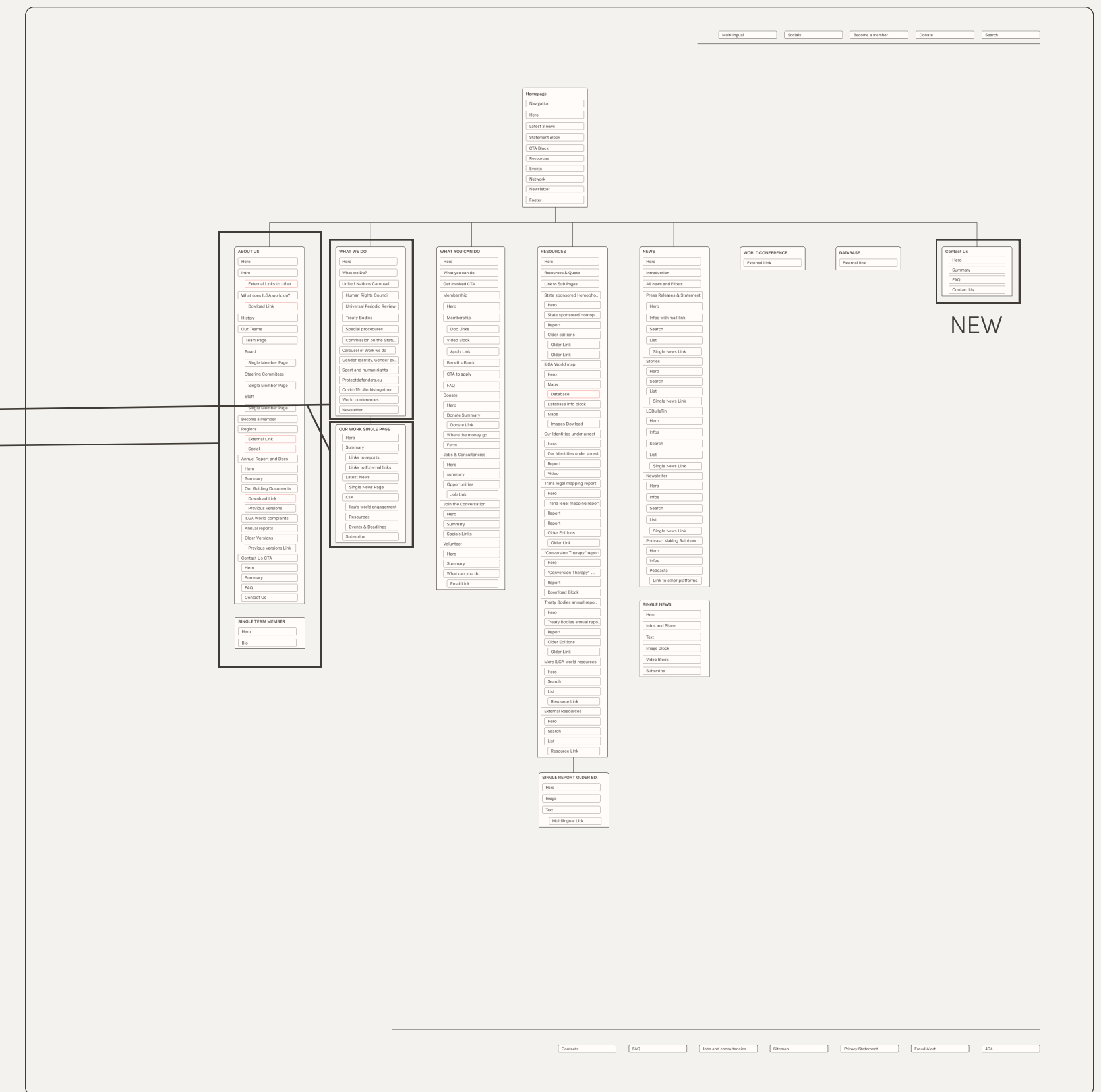
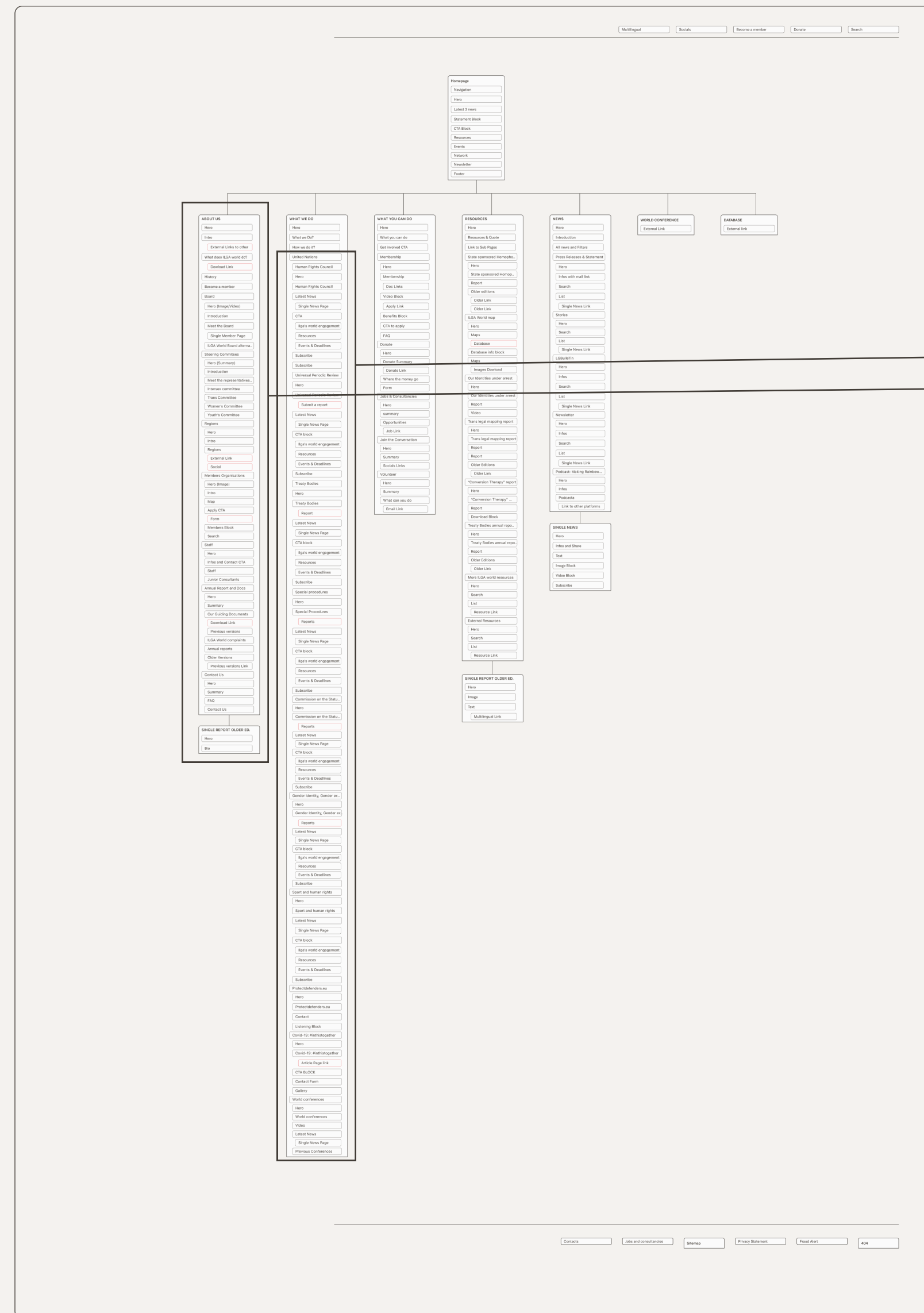
ilgaworld.com

Wireframing

The first step in the project was to conduct a thorough UX analysis, which included an assessment of the users' needs, pain points, and expectations when interacting with the ILGA World website.

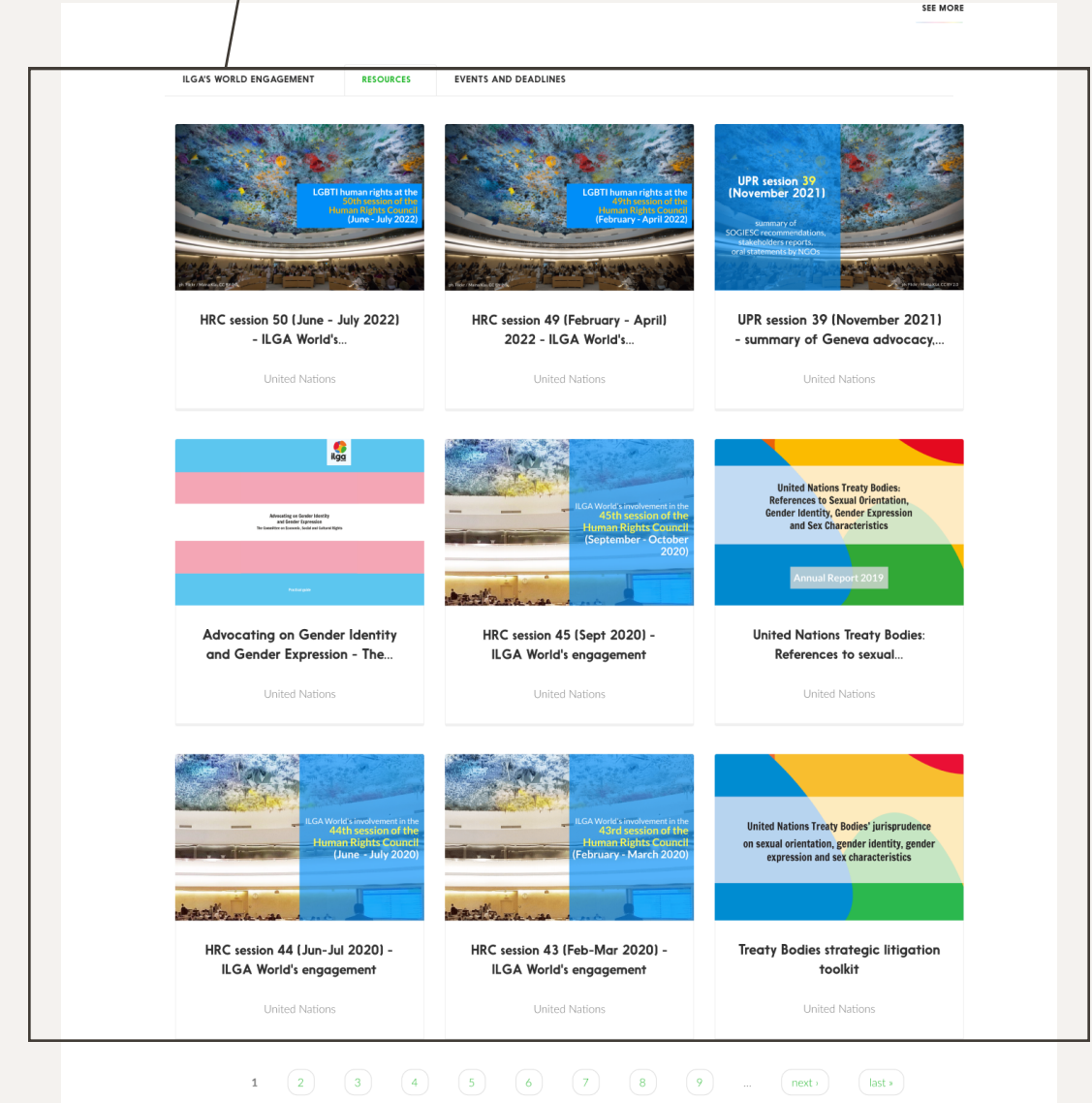
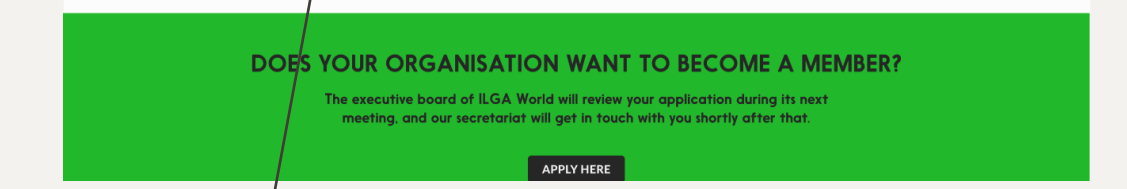
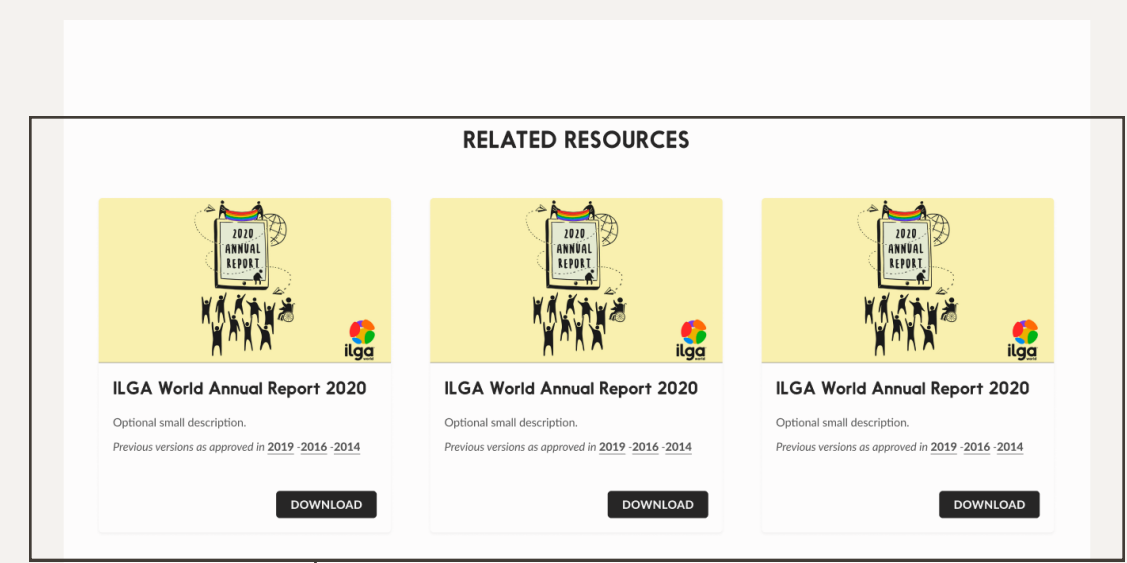
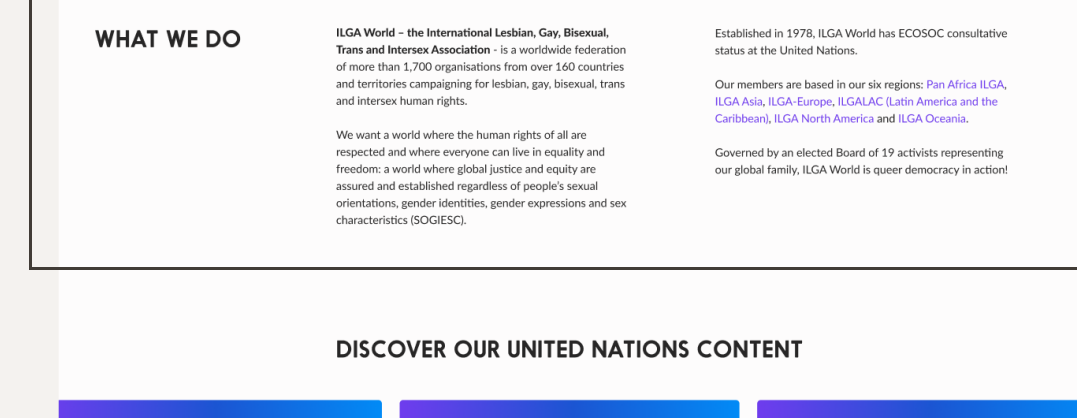
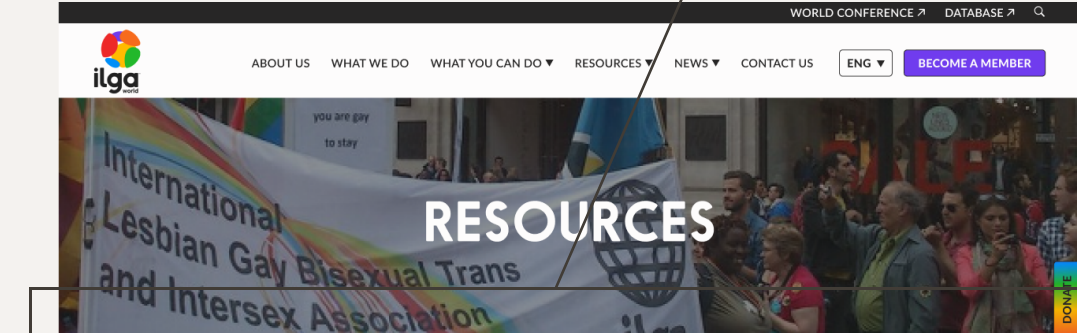
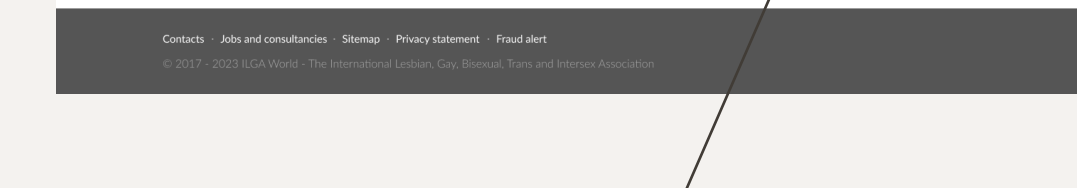
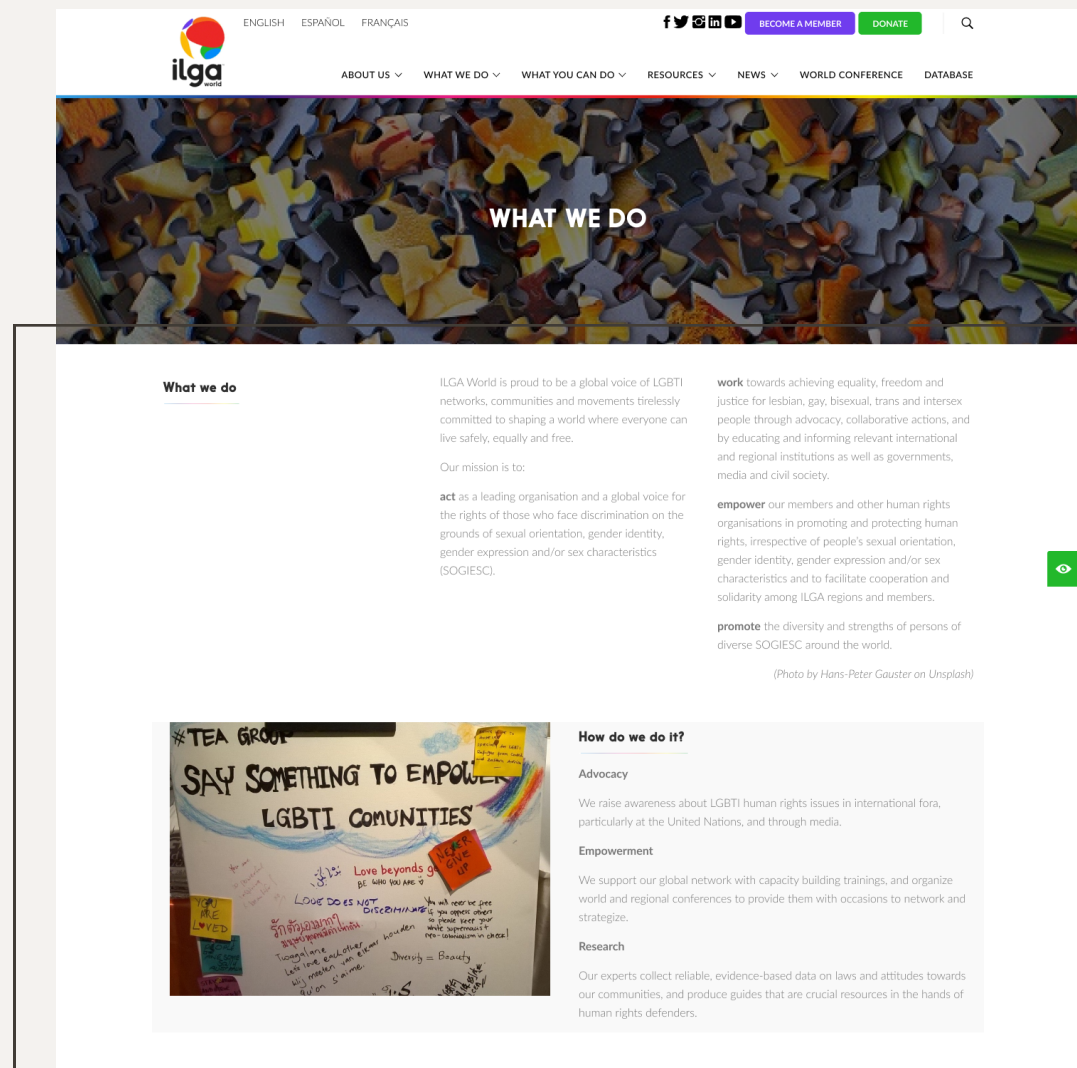
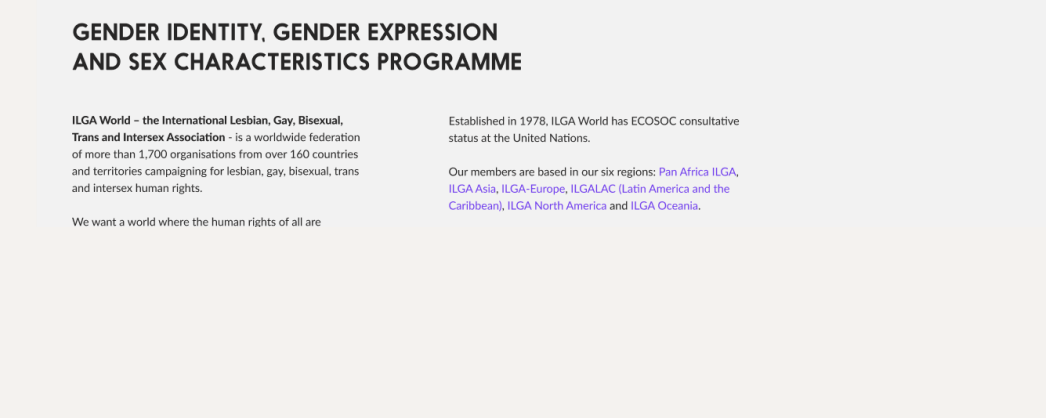
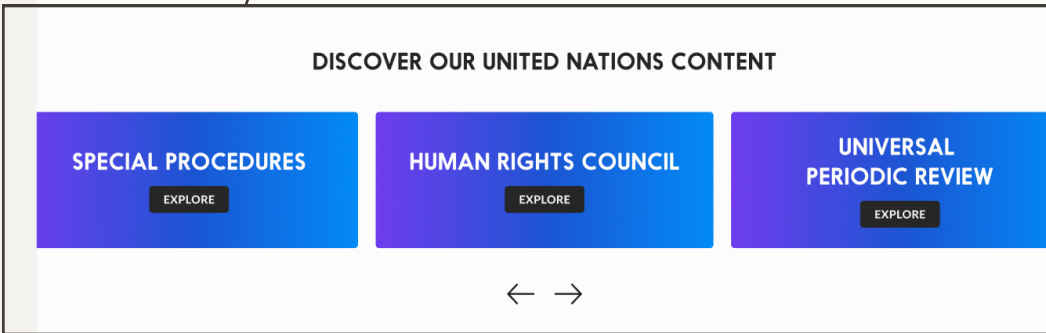
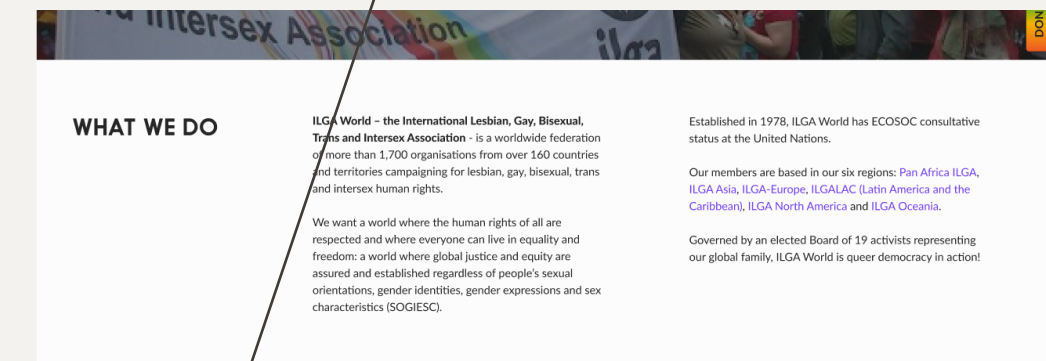
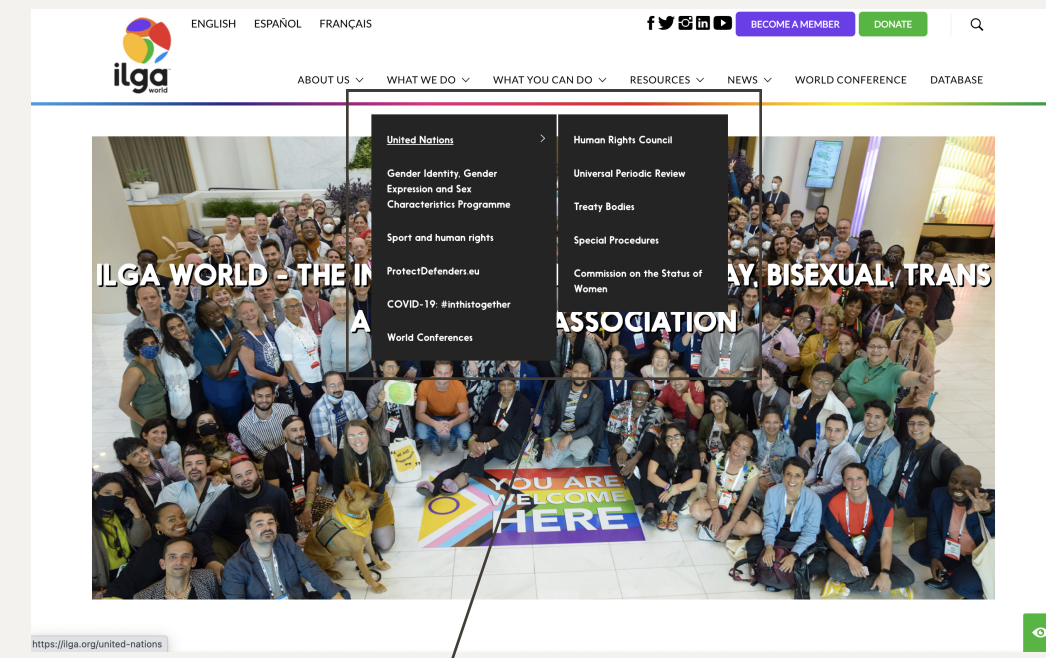
Based on the analysis findings, structural changes were proposed to enhance the user experience and address the identified issues. These changes primarily focused on streamlining the sitemap journey and improving navigation.

The sitemap was then restructured to create a more intuitive flow, enabling users to find information more efficiently.



Examples of Improvements

The goal was to eliminate any redundant pages, simplify the site structure, and ensure that the most important content was easily accessible to users. To achieve this, a careful review of the existing content was conducted to identify any repetitive pages or sections that could be consolidated or removed altogether.



THANK YOU

If you want to work together,
Get in Touch

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