

Federica Minini

Product Designer

federica.minini@gmail.com
07985274472

Skills

Technical

Figma · Sketch ·
Photoshop · Illustrator ·
Indesign · After Effects ·
Premiere Pro · Inventor
· Keyshot · Cinema 4D ·
Notion · Blender ·
Alias Autostudio

Research

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

Experience

UX Designer

Lutalica Ltd
Remote
Apr 23 -

As a UX Designer at a feminist and queer-focused web agency, I empower brands and individuals through inclusive and user-centric digital experiences. My work in UX design ensures intuitive, engaging and accessible websites aligned with unique brand identities, employing design thinking methodologies to develop innovative solutions.

Product Designer

Lattimore & Friends
London, UK
Dec 22 -

Collaborating closely with creative agencies, I understand their vision, brand identity, and target audience. Through comprehensive user research and expertise in UX design, I single handedly handled the development of intuitive and functional UX sitemaps and wireframes that effectively impact the website's unique value propositions. Worked with non-agencies clients and directly communicated with them and presented UX design solutions.

UX | UI Design Tester

Apple
London, UK
May 22 - Aug 22

Led collaborative efforts with worldwide testers to conduct usability and interface standards tests for future software releases, analyzing and testing Apple Retail systems. Identified bugs and opportunities for usability enhancements through effective cross-functional communication with developers and engineers. Brainstormed design alternatives for various user interfaces, aiming to improve the end-user experience of internal tools utilized by Apple Global Retail store employees.

Junior | Senior Technician

Apple
London, UK
Mar 20 - Feb 22

A certified Apple Hardware Repair Technician, with a strong focus on time management and delivering results within collaborative teams. I mentored new team members by offering guidance through Apple resources and deliver weekly presentations on technical and non-technical issues. I diagnoses, troubleshooted, and provided optimal solutions for a variety of Apple systems, while also analysing user interactions and creating reports on potential design issues. Additionally, I prototype and present UI/UX design projects to enhance the experience of iCloud Restore.

Product Designer

Geomag Spa
Chiasso, CH
Apr - Jun 17

Created globally sold toy designs by conducting comprehensive research on toy trends for children aged 0-5 years, providing valuable insights and analysis. Supported cross-functional teams by generating 3D design files that seamlessly translated into manufacturing instructions, ensuring smooth production processes.

Designer

GrandStudio Ltd
Zurich, CH
Sep - Oct 15

Conducted extensive theme research, curated mood boards, and developed color concepts for international brands' trend forecasts for the 2018/2019 collections. Translated research and trends into a comprehensive women's clothing collection for Colmar, presenting to the client and agency, iterating and gaining approval for production for Spring/Summer 2019.

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