

Marco Simioni

Product Designer

Versatile and innovative Product / UX Designer with 7 years of experience, specializing in creating seamless interactions and intuitive user experiences. Known for a keen eye for detail and a passion for design, I excel in translating concepts into impactful designs. A creative problem solver, I thrive on challenges and consistently push boundaries to enhance design outcomes.

WORK EXPERIENCES

Product Designer | McMakler | April 2022 - Present, Berlin

Direct collaboration with Product Managers (PMs), Engineering Managers (EMs), and stakeholders on B2C and B2B digital products.

- B2C: McMakler Customer Portal
 - Collaborated in a cross-functional team to streamline customer qualification, resulting in more efficient appointments and solid leads.
 - Contributed to McSearch-Search Profile, resulting in a significant increase in leads, applications, and revenue.
- B2B: Immoforce (Internal Platform for Broker Support Units)
 - Automated text creation, reducing expose time from 40 to 15 minutes.
 - Assisted in transitioning to a new task management application, reducing wrap-up time from 3 to 50 seconds.
 - Conducted user research activities, including interviews, shadowing sessions, participant recruitment, and user testing.
 - Led customer journey maps, brainstorming, and ideation workshops.
 - Incorporated customer feedback, usage metrics, and usability findings into design to continually improve user experiences.

UX / UI Designer | Conrad Electronic SE | December 2021 - March 2022, Berlin/Amberg

- Direct collaboration with PMs, EMs, and stakeholders on Conrad's first digital Seller Portal.
- Translated concepts into user flows, wireframes, mockups, and prototypes for a seamless user experience.
- Developed UI elements, design systems, and patterns for a user-friendly interface
- Provided strategic, creative, and out-of-the-box thinking.

UX / UI Designer | Conrad Connect GmbH | February 2021 - December 2021, Berlin

Conrad connect was a corporate startup from Conrad Electronic SE aiming to provide a B2C platform for connecting, monitoring and operating IoT devices from various brands.

- Translated concepts into user flows, wireframes, mockups, and prototypes.
- Collaborated effectively with product, engineering, and management teams.
- Incorporated customer feedback and usability findings into design.
- Developed UI elements and design patterns for mobile, desktop, and other platforms.
- Continuously improved the user experience and look and feel of the website.

Graphic-UI Designer | Conrad Connect GmbH | May 2019 - February 2021, Berlin

- Designed and executed editorial layouts for print and web media.
- Supported the marketing team with e-commerce, websites, social media assets, ads, and print campaigns.
- Constantly improved the look and feel of the website and platform.
- Developed UI mockups and prototypes.
- Communicated with stakeholders to understand business goals and objectives.

Mediengestalter | Lejaa marketingagentur | March 2018 - March 2019, Berlin

- Conceptualized and developed designs for print and digital needs.
- Developed branding and corporate identity print materials.
- Designed editorial layouts for print and web media.
- Provided strategic, creative, and out-of-the-box thinking.

UX / UI Designer | Office Sweets online shop | May 2018 - January 2019, Berlin

- Translated requirements into user flows, wireframes, mock-ups, and prototypes.
- Identified design problems and devised elegant solutions.
- Made strategic design and user-experience decisions.
- Conducted competitor and customer analysis.

Freelance Experience

Freelance Designer | SquareCircle Design | July 2010 – April 2018, Venice- Berlin
Designer | Punktum Lab kollektiv | July 2015- December 2016, Berlin

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SKILLS AND EXPERTISE

- Strategic Thinking
 - Data-Driven Design
 - Strategic Design and User-Experience Decisions
 - Competitive and Customer Analysis
 - Out-of-the-Box Thinking
- User Experience (UX) Design
 - User Flows
 - Wireframes
 - Prototypes
- User Experience Research (UXR)
 - Participants Recruitment
 - User Interviews
 - Shadowing Sessions
 - Emotional Maps
 - User Testing
- User Interface (UI) Design
 - Design Systems
 - UI Elements
 - Navigational Components
- Collaboration
 - Effective collaboration with cross-functional teams
 - Communication with product, engineering, and management
- Iterative Design
 - Rapid testing and design iterations
 - Incorporating customer feedback and usability findings
 - Software Proficiency
 - Adobe Creative Suite
 - Sketch
 - Figma

LANGUAGES

Italian: Native

English: Professional working proficiency

German: B1.1

EDUCATION

UX-UI Specialization, California Institute of the Arts 2020-2021, Coursera .

Master in Creative Design, Scuola Italiana Design 2009- 2010, Padova Italy.

Diploma in Creative Design, Scuola Italiana Design 2007- 2009, Padova Italy.