Loris Rigoni
Product Designer

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Education

Politecnico di Milano
2004 – 2012
Laurea in Ingegneria Civile - Facoltà di Lecco

Liceo Artistico Prez. Sangue Monza
1999 – 2004
Diploma di Maturità Artistica

Certifications

2024

Telepass Training
Accessible design for web and products

Randstad HR Solution
Competenze Hard&Soft digital transformation

2023

Interaction Design Foundation
UX Management: Strategy and Tactics
The Power of Storytelling in UX
Journey Mapping
Gestalt Psychology and Web Design

LinkedIn Learning
Customer Experience: Journey Mapping

2021–22

UX University
Architettura dell'Informazione in pratica
Interaction Design strategico
Progettare la UX con Personas e Scenari

Interaction Design Foundation
Design Thinking: The Beginner's Guide
User Experience: The Beginner's Guide

Skills & Languages

Skills:
Figma · Suite Adobe · User flows · Wireframes
Prototyping · User testing · Data analysis
A/B Testing · Content Design · Strategic
thinking · Design Systems · Style Guides

Languages:
Italian (Native) - English (Intermediate)

Experience

DSTech S.r.l

Product Designer UX/UI / Nov 2024 – Present

Definition of digital strategies for brands and products, developing design and communication solutions. Data and trend analysis to optimize user experience. Business process transformation based on Design Thinking and Service Design.

Telepass S.p.A.

Product Designer UX/UI / Jun 2021 – Nov 2024

Coordination of the Content team for corporate web products. Strategic UX/UI definition for presenting offers and products, using Contentful CMS framework and the internally developed Resin Design System in collaboration with cross-functional teams. User testing and users analysis through Clarity, Google Analytics, and A/B testing tools to enable informed and effective design decisions.

Development of effective solutions aligned with business goals communicated by various stakeholders and different business areas.

Wise Emotions S.r.L.

UX/UI Designer / Nov 2019 – Jun 2021

Led the rebranding and redesign of web products for Telepass S.p.A., including the creation of a complete new Design System, contents organization, wireframing, and prototyping to enhance the overall user experience. Managed day-to-day activities in collaboration with Marketing teams to effectively present offers and products.

SNDS Social and Search SAGL

UI Designer & Frontend Developer / Feb 2017 – May 2019

Coordination of the Design team with UX/UI designers, apprentices and interns. Design of digital products from the graphic concept, prototyping and frontend development for SMEs and Large Corporates in Switzerland and Italy.

UX/UI design of e-commerce platforms with PostFinance, Stripe, PayPal and Amazon Pay payment systems. Definition of the monitoring and analysis strategy for user behavior.