

CONTACT

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LinkedIn ↗

Rome, Italy

SKILLS

Product design
UX/UI, user flows, wireframing, prototyping, design systems, accessibility (WCAG), UX research, A/B testing

AI & code
Claude, ChatGPT, prototyping in code (HTML, CSS, React, Next.js)

Tools
Figma, FigJam, Framer, Webflow, WordPress, Hotjar, Asana

EDUCATION

Google UX Design course
Coursera · 2021

UX/UI & Web Design
Digital Arts and Media Academy · 2019 — 2020

LANGUAGES

Italian
Native

English
B2 · professional

Luca Alfano

Product *Designer*

PROFILE

Product Designer with 6 years of experience, the last 4+ designing AI-powered B2B SaaS. At ELAI I work end to end, from design foundations to predictive workflows and conversational AI, in close collaboration with product managers and engineers. I use AI and code prototyping to explore, test and iterate faster, while keeping design decisions grounded in users and business goals.

EXPERIENCE

Product Designer

Mar 2022 – Present

ELAI (formerly BigProfiles)

Enterprise predictive AI platform, trusted by 100+ companies in 15 countries.

- Established the product's design foundations with the development team: aligned components, reusable patterns and a shared design-to-development workflow.
- Structured model creation for six predictive model types around one shared workflow, with model-specific configuration steps.
- Redesigned target definition as a visual rule builder, making Boolean logic and time windows readable for business users.
- Designed multi-table training and prediction workflows: visual table relationships, enterprise data connectors, recurring imports and prediction exports.
- Designed how the AI Agent fits into existing workflows, with contextual shortcuts and quick actions, evolving release after release.
- Contributed to brand identity, corporate presentations, newsletters and digital marketing.

Freelance Product Designer

2020 – 2022

Self-employed

- Designed websites, digital products and visual identities for companies in different industries, including D&D Marble and GTO Apparel.
- Managed projects end to end, from requirements to delivery, adapting to each client's context and constraints.

SELECTED PROJECT

Design Flows

Bending Spoons Design Challenge · 2025

A mobile app concept for managing autonomous robots, from user flows to high-fidelity UI in two weeks.