



Luca Alfano

Digital Product Designer

📍 Rome, IT



Skills

- Wireframing / prototyping
- Design system / UI kit
- Accessibility (WCAG)
- UX research and A/B testing
- HTML / CSS
- Figma, Asana, Hotjar, FigJam
- Webflow, Framer, Wordpress

Languages

- 🇬🇧 English
- 🇪🇸 Spanish
- 🇮🇹 Italian - Mother language

Formation


- 2022
Ux Design Foundation
Google (Coursera) 
- 2019-2020
UX/UI & Web design
Digital Arts and Media Academy 

About me

I am a Digital Product Designer with a strong background and experience in digital design, specialising in creating experiences for the web: websites, mobile applications and software. I collaborate effectively in multidisciplinary teams. My goal is to exceed expectations by providing innovative and high-quality solutions.

Professional Experience

- March 2022 - Today

Digital product designer 

As a Digital Product Designer at BigProfiles, I led the UX optimization and UI design. Working closely with the front-end and back-end development teams, I improved the product's usability by transforming goals and functionalities into effective visual solutions. Through an iterative process based on user research and prototyping, I contributed to the product's success. Additionally, I kept the company up to date with the latest trends and best practices in digital design.

- 2020 - 2022

Digital product designer Freelance

In my role as a freelance Digital Product Designer, I collaborated with various companies, providing tailored consulting services. Thanks to my flexibility, I successfully adapted to different contexts and requirements, creating customized solutions for projects across multiple businesses.

Contacts

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👤 [Profilo LinkedIn](#)

Portfolio •

 lucaalfano.it