



Sofia Lenti

UX/UI & PRODUCT DESIGNER

PORTFOLIO

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Location: A Coruña, Spain

SKILLS

- **UX/Product Design:** User-Centered Design (UCD), User Research, Wireframing, Rapid Prototyping, Usability Testing, Information Architecture, Design Thinking, Service Design, Accessibility (WCAG).
- **UI/Visual Design:** UI Design, Design Systems, Interaction Design, Principles of Cognitive Psychology, Typography, Layout, Digital Marketing.
- **Tools & Tech:** Figma, HTML & CSS, Adobe Creative Pack, Affinity Suite, AI-aided design tools.

EDUCATION

- Google Career Professional course - *UX Design* | 2025
- The Odin Project Professional course *HTML/CSS* | 2024
- Talent Garden Innovation School Master's course - *UI Design* | 2022
- University of Genova Master's degree - *General Design* | 2020

LANGUAGES

- **Italian** (native).
- **English** (Level C1, Full Professional Proficiency).
- **Spanish** (Level C1, Full Professional Proficiency).

PROFILE

UX/UI & Product Designer with over 5 years of experience creating intuitive digital experiences and optimizing service workflows (Service Design). Specialised in User-Centered Design (UCD), rapid prototyping, and scalable Design Systems. Adept at bridging the gap between user needs and business objectives, translating qualitative and quantitative data into high-impact, accessible digital interfaces.

EXPERIENCE

Freelance, Remote (Europe) — *UX/UI Designer*

SEPTEMBER 2020 - PRESENT

- Led the end-to-end UX/UI and Product Design lifecycle for international clients, managing projects from discovery and user research to high-fidelity prototyping and developer hand-off in Figma.
- Conducted user research, stakeholder interviews, and usability testing to optimize information architecture, successfully reducing user drop-off rates.
- Collaborated closely with cross-functional, multidisciplinary teams using Agile methodologies to ensure pixel-perfect design implementation under strict deadlines.

Turquoise Apartments, A Coruña — *Service Design & Operations Specialist*

MAY 2022 - PRESENT

- Analyzed qualitative user feedback and behavior, utilizing applied user research to map user journeys and eliminate service friction points.
- Redesigned and streamlined digital and operational check-in/out workflows, reducing processing times and increasing guest satisfaction scores.
- Applied Design Thinking principles to drive immediate conflict resolution and problem-solving in high-pressure operational environments.

Scarta, Genova — *Co-founder & Product Designer*

SEPTEMBER 2022 - SEPTEMBER 2024

- Defined the overarching product vision and UX strategy, translating complex business needs into actionable, user-centered design solutions for an early-stage startup.
- Executed comprehensive market research and user interviews to build data-driven User Personas and map out core product functionality.
- Utilized strong storytelling skills to present interactive wireframes and prototypes to stakeholders, securing buy-in and aligning design with the business roadmap.

Lenticar, Pavia — *UI Designer & Digital Marketing*

SEPTEMBER 2020 - SEPTEMBER 2022

- Built and implemented a centralized corporate Design System from scratch, standardizing UI component libraries and accelerating future design delivery times.
- Designed high-converting user interfaces for online marketing campaigns by leveraging cognitive psychology principles and web design best practices, boosting digital conversion rates.
- Aligned visual interface decisions directly with digital marketing KPIs and broader business goals.

Ikea, Genova — *Graphic Designer*

JANUARY 2019 - JUNE 2019

- Designed visual assets and store layouts with a strict focus on digital and physical accessibility guidelines (WCAG), ensuring inclusive experiences for a diverse user base.
- Managed a high volume of visual deliverables with exceptional attention to detail, maintaining design quality and stress management in a fast-paced retail environment.