



Andrea MABELLINI

andrea.mabellini@gmail.com | <https://www.andreamabellini.com/>
Italian | Swiss L Permit | 1989 | Single with no kids
Haldenstrasse 33, 6343 Rotkreuz (ZG)
Mobile: +39 338 62 46 214



USER EXPERIENCE DESIGNER LEAD

UX Lead Designer with **10+ years** of professional experience, based in Switzerland, with a proven know-how in interactions, user perspective and business point of view, trying to have a holistic and strategic approach to product design.

My passion is to help clients to reach their goals and satisfaction with usable proven interfaces and intuitive experiences, leading the design thinking process through the various steps: empathize, define, ideate, prototype and test.

I have a heterogeneous background that includes pharmaceutical & medical, diagnostic, financial, banking, automotive, streaming, social network, communication, consultancy, marketing, Saas, B2B, B2C, larger international companies and smaller start-ups or digital agencies.

- **INTERACTION DESIGN:** Capable of being the lead of the UX team of multiple projects, managing and creating design systems & components libraries, creating experiences for mobile native & hybrid apps with responsive approach, ensuring the accessibility standards, responsible of the design specs for engineering team, mentoring more junior designers, organizing design critiques to provide and receive constructive feedback.
- **USER RESEARCH:** Driving the design strategy using a data-driven approach, ability to create a research plan measuring the success of solutions with metrics and performances like quantitative & qualitative research, organizing and conducting usability testing, Interviews, contextual inquiries, shadowing, A/B testing, focus groups, surveys, creating reports.
- **DESIGN THINKING:** Champion user-centered approach of design principles, fostering a culture of empathy and innovation. Preparing conducting and summarizing workshops, strategy and sprint planning, Agile & Safe methodology, customer experience mapping & service design, highlighting findings & Insights, mapping User journeys, Service blueprints, Human factors.

CORE SKILLS AND COMPETENCIES

User experience design, Prototyping, Wireframing, Information architecture, User centered design, Quantitative research, Qualitative research, Human factors, Responsive adaptation, Usability testing, Design thinking, Service design, Front end skills

PROFESSIONAL EXPERIENCE

Andrea Mabellini Freelance

Switzerland - 02/2024– Today

Activity of freelancing.

UX Lead designer

User Experience Lead Designer for several clients in Europe. (E.g. [Bitmama](#), [Tribe communication](#), [Xinao](#))

Leading and managing UX and design processes with agencies and companies of various sectors.

Ensuring that customer and business requirements are met as the expectations of the users.

Collaboration with stakeholders as project & product managers, art directors, copywriters, UX researchers, to define the overall UX strategy and creativity of the projects.

User research, conducting assessments, information architecture, interaction design, visual design, usability evaluation, design systems, design specifications.

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ROCHE Diagnostics

Switzerland - 02/2020 – 02/2024

Roche Diagnostics develops innovative products and services that address the prevention, diagnosis, monitoring, screening and treatment of diseases.

UX Lead designer

Activity of UX lead designer in multiple projects, mainly for softwares and applications for medical devices and EMR.

From the discovery: problem definition, prioritization, building roadmaps and sprints planning, design architecture and strategy, PI planning, design principles.

Through the research: contextual interviews, usability testing, analytics, shadowing, and outlining user journeys, identifying insights & opportunities, service blueprints, qualitative and quantitative research.

To the interaction design: IA, AI, prototyping, HCI, usability engineering, regulatory documentation, requirements engineering, UCD, wireframes, design system governance, design specifications, presentations & status update to clients, design critiques.

Movify

Luxembourg- 05/2017 – 04/2019

- **UX Lead Design - Movify**

Movify is a digital services consultancy company based in Luxembourg, Brussels and Antwerp.

Working as UX lead at the Luxembourg Stock Exchange headquarter redesigning the Luxembourg Green Exchange website. Started from the user research, stakeholders interview, user flows and user journey mapping, benchmarking and moodboards, design thinking workshops, creation of personas, information architecture and site maps, zoning, wireframing, creation of guidelines and design system for the team and developers, definition of components and grids, responsive adaptation, accessibility and affordance, mockups & prototyping and user testing.

- **UX/UI Designer - Docler Holding**

Docler Holding is a multinational IT and Media company headquartered in Luxembourg.

Execute all visual design stages from concept to final hand-off to developers. Establish and promote Product Design Guidelines. Collaborate with Project Management and Development to define and implement innovative solutions for the product direction. Create Wireframes, prototypes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.

Reply

Italy - 04/2015 – 07/2017

Reply is the leading Italian enterprise in the digital transformation and consulting.

- **UI/UX Designer - Fiat Chrysler Automobile**

01/2017 – 07/2017

Fiat Chrysler Automobiles (FCA) the seventh largest automaker in the world. Designs, engineers, manufactures and sells passengers cars, light commercial vehicles and components worldwide.

This was the first official digitalization of Fiat Chrysler Automobiles Group, the Digital Certified Program, which was present in 14 countries in Europe. Agile environment, PI planning and sprint iterations with devs, clients, UX designers, copywriters, and project managers. Creating user interfaces following the brand guidelines, build the prototypes, test them with users.

- **UX/UI Designer - Mopar**

04/2016 – 12/2016

Mopar® is the name for all of our genuine parts & authentic accessories, now extended to all Stellantis Brands.

UI design, creation of wireframes, from ideation to execution, flow charts, social media campaigns for clients like: FCA Group, Mopar, Comau, Fleet, Iveco, Lierac, Costa Crociere, Biennale Venezia etc.

- **UX/UI Designer - Intesa San Paolo (ISP)**

10/2015 – 03/2016

Intesa Sanpaolo S.p.A. is an Italian international banking group. It is Italy's largest bank by total assets and the world's 27th largest.

UX and UI design for the restyle of the corporate ISP website. Working as a Reply consultant in a large team of designers, project managers, developers, at the headquarter of Intesa Sanpaolo bank.

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- **UX/UI Designer - Lightbringer** 04/2015 – 09/2015
Lightbringer is a medical application for medical and health monitoring using wearable devices.
UX/UI for a medical application, from the initial ideation to the final mockups.
Corporate & branding identity for the app 'LightBringer, ' development of the promotional website in Wordpress. Interaction with Front End and back End Developers and IOs Developers, PM, users.

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Café Noir Communication

Italy - 05/2014 – 04/2015

Communication agency with different departments: advertising, digital, video and publishing.

UX/UI Designer

Web Development and front-end development for the CMS Wordpress and Bootstrap Html/Css. Management of mysql db, domains. DEM and newsletter creation with Mailup and Mailchimp. UI/UX for clients in the following fields: food, events, sport, languages etc.

Freelance activity

Italy - 07/2011 – 05/2014

Freelance activity for my own design business.

Graphic Designer

Freelance activity in graphic design, web projects and UI/UX Design with several clients:

www.federmanager.it www.tazzetti.com www.zip-progetti.it www.elivend.com www.liomatic.it
www.brandforbreakfast.com www.1media.it spadaro-gadget.com

Internships

Italy - 06/2006 – 10/2010

This is the list of the internships I did:

- **Graphic Designer - [DeFonseca](#)** 06/2010 – 10/2010
Graphic Designer in the marketing office.
Design for the product catalog of the company, photo editing, creativity and illustration for shoes boxes for kids and adults.
- **Junior Art Director - [Sunday](#)** 09/2009 – 06/2010
Torino Intern as junior art director.
Above the line, Below the line projects, advertising campaigns, corporate identity, editorial design. Clients: Iveco, Magneti Marelli, Fiat, FCA, Reale Mutua, SKF.
- **Graphic Designer - [Seven SpA](#)** 06/2007 – 09/2007
Intern in the creative office.
Editorial design on the internal pages of the Seven Agenda, digital and traditional illustration.
Ravani Ficarra - Photographer
- **Graphic Designer - [Ravani Ficarra](#)** 06/2006 – 09/2006
Intern as a Graphic Designer in the photography department. Photo Manipulation, assistant in the photographic studio and in the photo shooting to the clients.

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EDUCATION

Bachelor Degree - Graphic Art Academy of fine arts, Turin; Italy 2008–2012
High School Diploma - Graphic Design Albe Steiner, Turin; Italy 2003 - 2008

LANGUAGE SKILLS

Italian: Native **English:** Fluent (C1) **French:** Fluent (B2)
German: Conversational (A2)

COMPUTER SKILLS

User experience design (12 years); **Prototyping** (12 years); **Adobe suite** (12 years); **Information architecture** (10 years); **UCD** (12 years); **User Research** (10 years); **Agile** (10 years); **Human factors** (10 years); **Responsiveness** (10 years); **Usability test** (8 years); **Design Thinking** (7 years); **Figma** (6 years); **HTML, CSS, Javascript** (6 years);

CERTIFICATIONS

- **Design thinking** Interaction design foundation (IDF) 2020
- **Conduct Usability Testing** Interaction design foundation (IDF) 2020
- **Certified User Experience Specialist** Interaction design foundation (IDF) 2020

REFERENCES

- **Channa Fernando** (Product Owner - Roche, Switzerland)
- **Martin Charlier** (Design Officier - Bourse of Luxembourg)
- **Fabio Fierro** (Frontend Lead - Triplesense Reply, Italy)

LINKS & PORTFOLIO

- [Portfolio](#) (Don't share the link publicly please)
- [Behance](#)