andrea mabellini

UX designer | Switzerland

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andrea.mabellini@gmail.com

https://www.andreamabellini.com/

https://www.andreamabellini.com/private-portfolio.html

Hello, I am **Andrea**, a UX 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 an holistic approach to product design.

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

EXPERIENCE

UX Lead designer Freelance

ZUG Switzerland | 04/2024 -Today

UX lead activity for various projects. Translate reqs into solutions. UX design, research, usability testing, workshops, stakeholders management, customer presentations, critiques, design system.

UX Lead designer

Roche ZUG Switzerland | 04/2020 -04/2024

As a UX Lead, I worked on medical device software and EMR projects, handling the full design process. From discovery, defining problems, prioritizing, and planning sprints, to creating design strategies and roadmaps. Research included interviews, usability tests, analytics, and journey mapping. In the design phase, I focused on IA, prototyping, usability engineering, regulatory requirements, and design systems. I also managed client presentations, design critiques, and status updates while ensuring compliance with design principles and specifications.

Senior UX Designer

Reborn Luxembourg | 07/2019 - 04/2020

User Interaction Design agency in Luxembourg.
UI/UX design, specialised in creation of Design System and creativity for complex applications and portals for some of the biggest luxembourgish finance, insurances, public institutions, and investmentes/mutual funds clients.

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Docler Holding Luxembourg | 06/2017 - 06/2019

Execute all visual design stages from concept to final hand-off to developers in Agile Scrum team. Establish Product Design Guidelines. Create Wireframes, prototypes, storyboards, user flows, process flows, site maps and interactions.

UI/UX Designer Reply Contractor

Triplesense Reply | 01/2017 - 06/2017

UI/UX for Fiat Chrysler Automotive Group Group, the Digital Dealer Project: present in 14 countries in Europe, it is the first official digital tool to sell used and new cars. Create user interfaces following UX criteria in an Agile environment.

Fiat - Mopar | 04/2016 - 12/2016

UI/UX Designer mostly on automotive projects for big and medium divisions of FCA Group: Mopar, Comau, Iveco, Jeep, Chrysler, Maserati, Alfa Romeo, Lancia, Fiat, Professional etc.

Intesa Sanpaolo | 10/2015 - 03/2016

UX/UI for a new Internet Banking website, with a large team of designer/developers (Reply S.p.A.) in the Headquarterof the Bank: Intesa Sanpaolo - Torino.

ISCS srls | 05/2015 - 09/2015

UX/UI of the application, from ideation/wireframe to the final mockup. Corporate & branding identity of the app 'LightBringer,' development of the promotional website.

UI - Front End Developer

Café Noir Communication Srl | 05/2014 - 04/2015

Web Development and front-end activity with the CMS Wordpress and Bootstrap Html/Css. Management of mysql db, domains. DEM and newsletter activity with Mailup and Mailchimp. UI/UX and user research, data analysis.

Freelance activity

Italy | 07/2011 – 05/2014

EDUCATION

Academy of fine arts | Graphic Art

Turin 2012 | Score 110/110

Bachelor Degree - Title of the Thesis:

"The gesture and the Sign".

I.P.S. Albe Steiner | Gaphic Designer

Turin 2008 | Score 90/100

5 years Diploma. Thesis: "Arthur RImbaud: A Rebel Poet"

French B2

Luxembourg INL - 2018 | Score 100/100.

English C1

Luxembourg INL - 2017 | Score 100/100

German - A2

Goethe Institut 2022 | Score 100/100

After Effects Special Effects

Turin Fortechance 2014 | Score 92/100

HTML5 CSS3 Programming

Turin Fortechance 2013 | Score 94/100

LANGUAGES

Italian
Mother Thongue

English
C1

French
C1

German
A2

Since 2020 in Zug (Switzerland).

Born in Torino - Italy, I lived in Luxembourg 3 years.

Italian 100%

English 90%

French 80%

German 25%

HARD SKILLS

Agile Scrum

Figma

Photoshop

Illustrator

InDesign

Sketch

Axure

Balsamiq

Adobe XD

Usability test

Research

Workshops

Human factors

SOFT SKILLS

Adaptive

Collaboration

Empathetic

Passion

Creativity

Precision

Communication

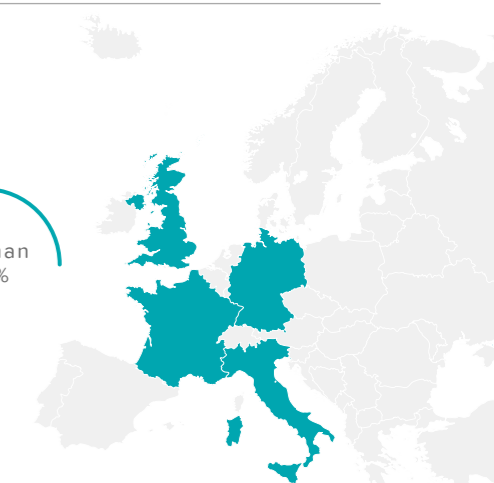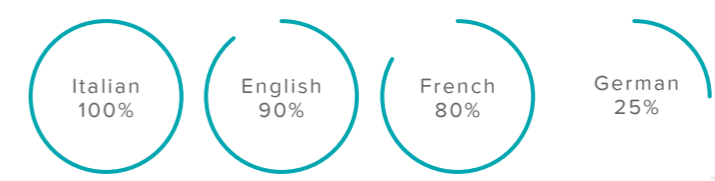Presentation

Negotiation

Velocity

Curiosity

Business

Autonomy

CERTIFICATIONS

Interaction Design Foundation
User Experience Specialist
2020

Interaction Design Foundation
Design Thinking
2019

Interaction Design Foundation
Conduct Usability Testing
2020

In these years I have been lucky to work on a few high traffic websites, with brands as:

Chambre De Commerce Luxembourge, Bourse De Luxembourg, Defin, Fiat Chrysler Automobiles, Fiat, Alfa Romeo, Lancia, Jeep, Iveco, Costa Crociere, Reply, Lierac, Phyto, Hubspot, Comau, Biennale Venezia, Seven, De Fonseca ecc...

DESIGN PROCESS

This is the Design Process that I normally adopt when I tackle a new progect or a new challenge. I love to approach to a new problem with the Design Thinking methodology.

1. Empathize

Research Your Users' Needs

The first stage of the design thinking process allows you to gain an empathetic understanding of the problem you're trying to solve, typically through user research. Empathy is crucial to a human-centered design process like design thinking because it allows you to set aside your own assumptions about the world and gain real insight into users and their needs.

2. Define

State Your Users' Needs and Problems

In the Define stage, you accumulate the information you created and gathered during the Empathize stage. You analyze your observations and synthesize them to define the core problems you and your team have identified so far. You should always seek to define the problem statement in a human-centered manner as you do this.

3. Ideate

Challenge Assumptions and Create Ideas

Designers are ready to generate ideas as they reach the third stage of design thinking. The solid background of knowledge from the first two phases means you can start to "think outside the box", look for alternative ways to view the problem and identify innovative solutions to the problem statement you've created.

4. Prototype

Start to Create Solutions

This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages. Design teams will produce a number of inexpensive, scaled-down versions of the product (or specific features found within the product) to investigate the problem solutions generated in the previous stage.

5. Test

Try Your Solutions Out

Designers or evaluators rigorously test the complete product using the best solutions identified in the Prototype phase. This is the final phase of the model but, in an iterative process such as design thinking, the results generated are often used to redefine one or more further problems. Designers can then choose to return to previous stages in the process to make further iterations, alterations and refinements to rule out alternative solutions.

MY WORKS

A series of works that I've realized on my path

UI/UX
**Full
Medica Application
For Adobe XD**

UI/UX
**Full
Corporate Website
For Figma**

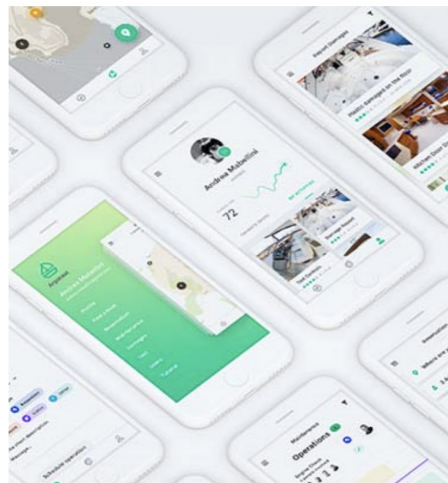https://www.andreamabellini.com/Medica_FreeXD_Application.html
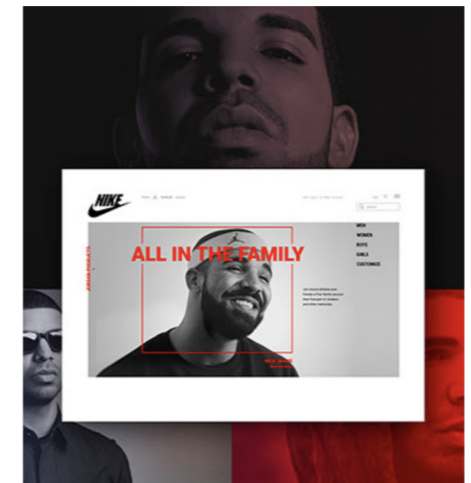
UI/UX
**Full
Dashboard App
For Figma**

Roche
UI/UX
**Roche
Instant
connectivity**

Roche
UI/UX
**Roche
POC
Lite**

Roche
UI/UX
**Trainer
app**

IVECO

ALL IN THE FAMILY

Roche
UI/UX
POC

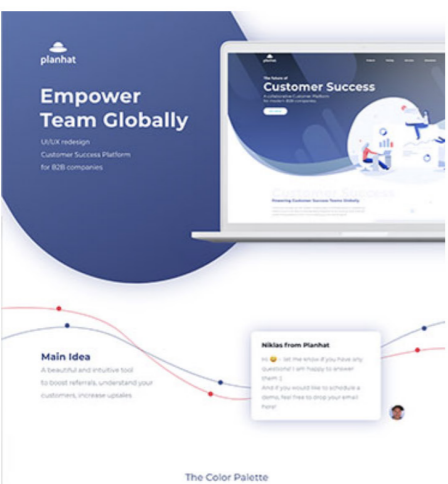Roche
UI/UX
**Design
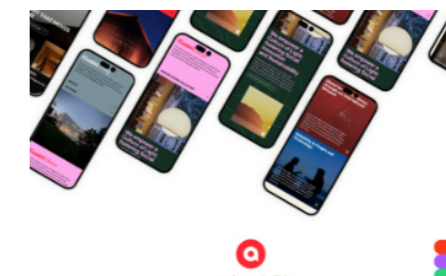system**

Roche
UI/UX
**POC
EVO**

**Empower
Team Globally**

MAKE YOUR mark

INTESA nnn SANPAOLO

Intesa Sanpaolo is the banking group which was formed by the merger of **Banca Intesa** and **Sanpaolo IMI**.

UI/UX
**Assolombarda
Website
Pitch**

UX
**iGuzzini
New Website**

Design system

UX/UI desktop app

I lead the UX design for the Design System Library. The scope of my contribution was to create, maintain and support a library that could be exploited by more than 200 projects, and avoid hardcoded design and code, and predominantly ensure consistency.

Date:	12.2023
Client:	Roche
Category:	UX Design

One Design System Unified

Tools for building a Roche Unified Customer Experience

- ✓ Harmonised
- ✓ Modern
- ✓ Intuitive
- ✓ Accessible

Colours

An overview of the portfolio colour library for light and dark themes.

Base color tokens

Background color tokens

Scope of work

I lead the UX design for the Design System Library.
The scope of my contribution was to create, maintain and support a library that could be exploited by more than 200 projects, and avoid hardcoded design and code, and predominantly ensure consistency.
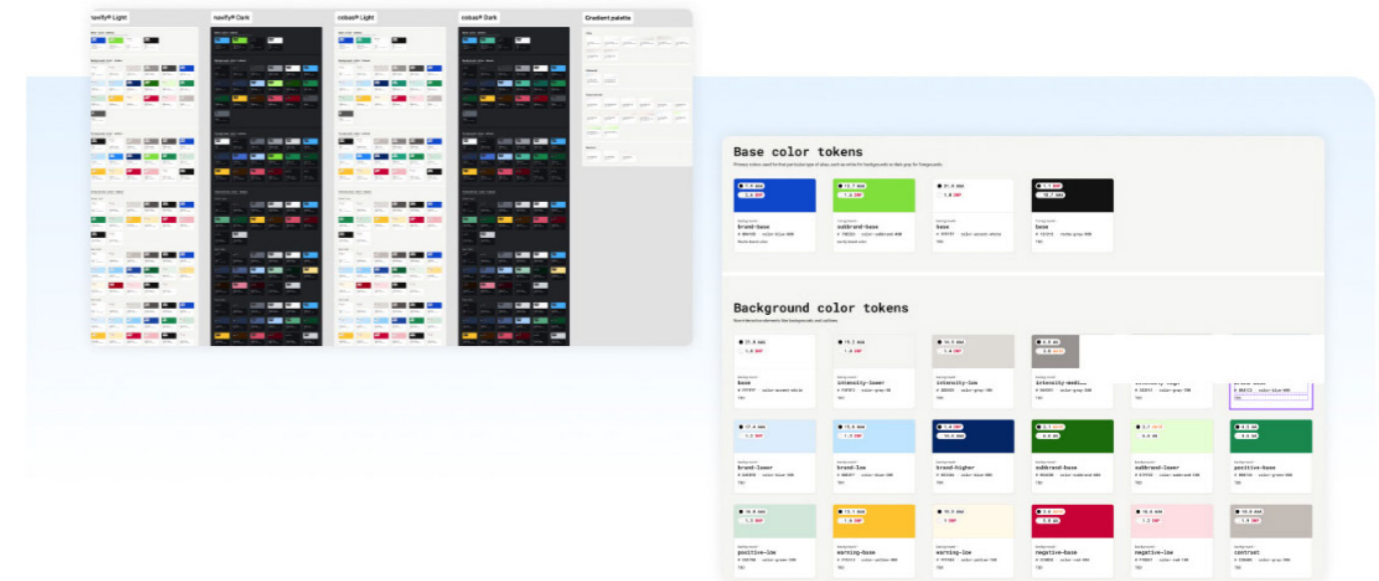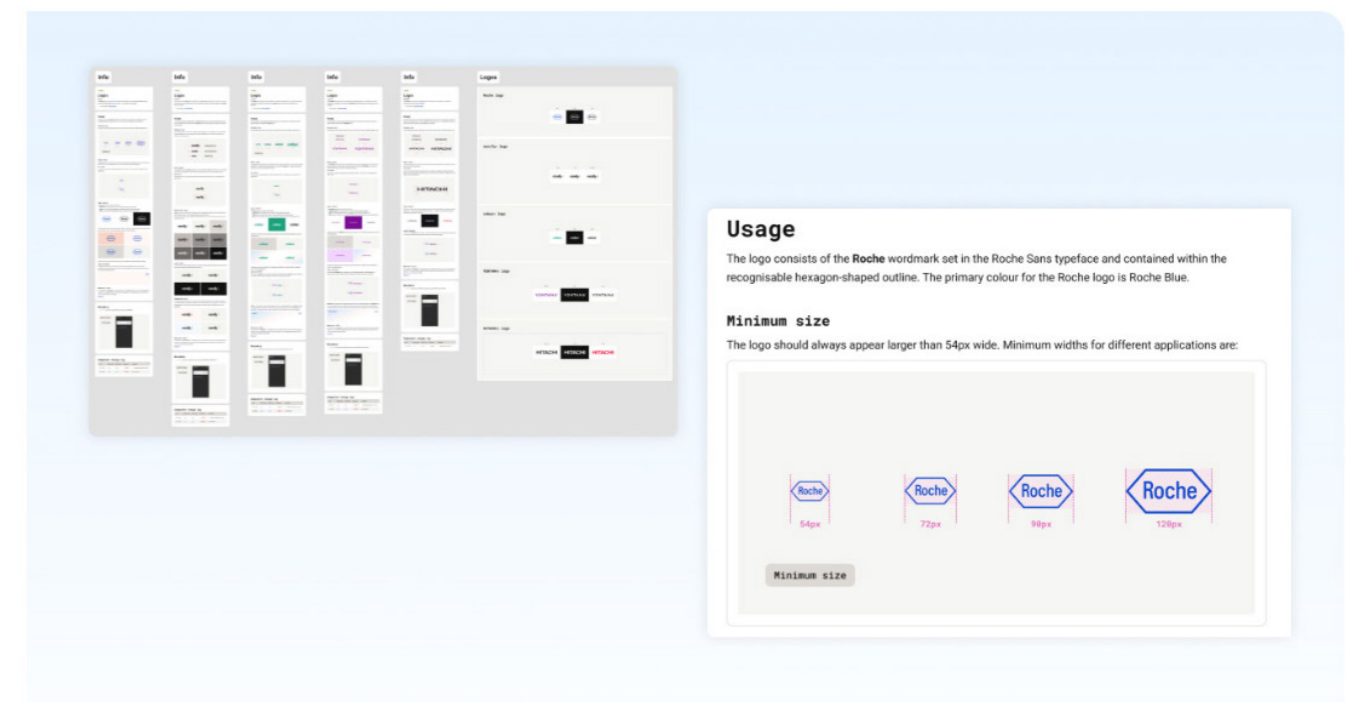
Research
Duration: Ongoing
Customer interviews, shadowing, journey mapping, validated list of assumptions, competitor analysis.

Service design
Duration: Ongoing
Focus groups, information sorting, business case, feedback on desirability, willingness to pay

Visual design
Duration: Ongoing
Definition of the UI guidelines, visual design, typography, colours, tone of communication, layouts, mockups, prototyping, creation of the library and design system , features ready.

Usability testing
Duration: Ongoing
Usability testing validation, formative and summative testing. Unmoderated testing on Usertesting.com, Moderated on site UT, hands off to devs.

Planning
Empathise, listen, interviews.

Interactions
Defining, problem statements.

Iterations
Design sprints, reviews, adjustments.

Deliver
Hands off, specifications, validation.

Logo

An overview of the logos and their usage

Usage

The logo consists of the **Roche** wordmark set in the Roche Sans typeface and contained within the recognisable hexagon-shaped outline. The primary colour for the Roche logo is Roche Blue.

Minimum size

The logo should always appear larger than 54px wide. Minimum widths for different applications are:

Minimum size
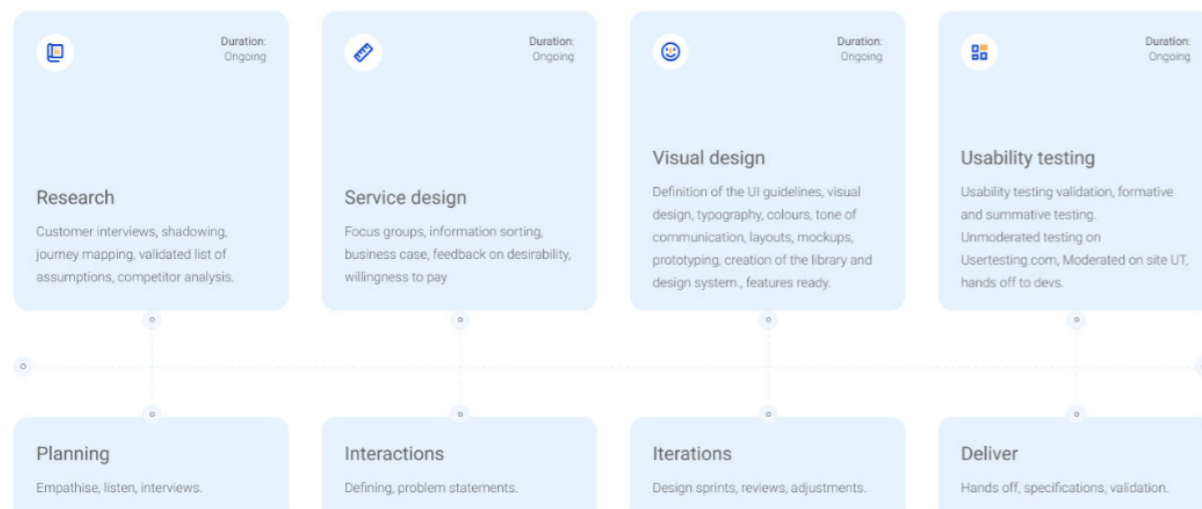
POC EVO

UX/UI desktop app

I've been the UX senior designer for one of the most important project in diagnostics. The project lasted the whole 2022 and 2023 and was the evolution of point of care testing on a cloud based solution
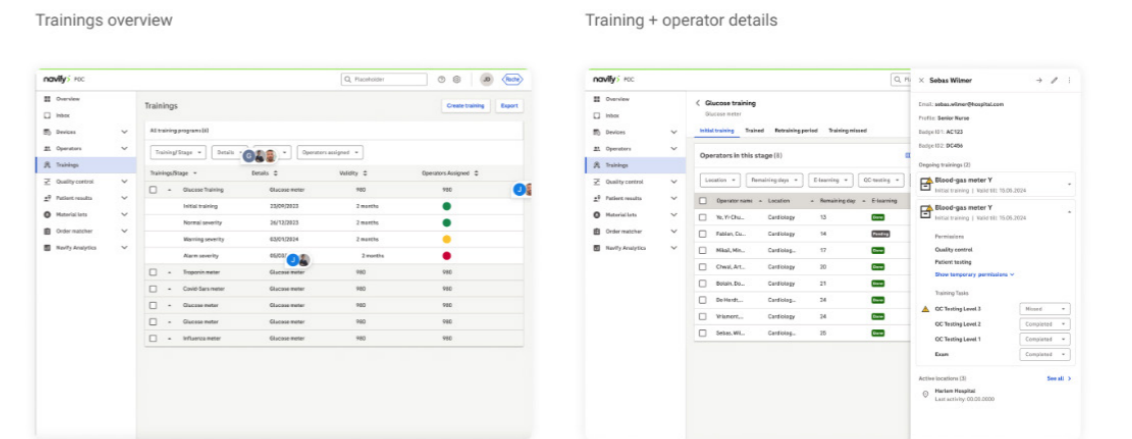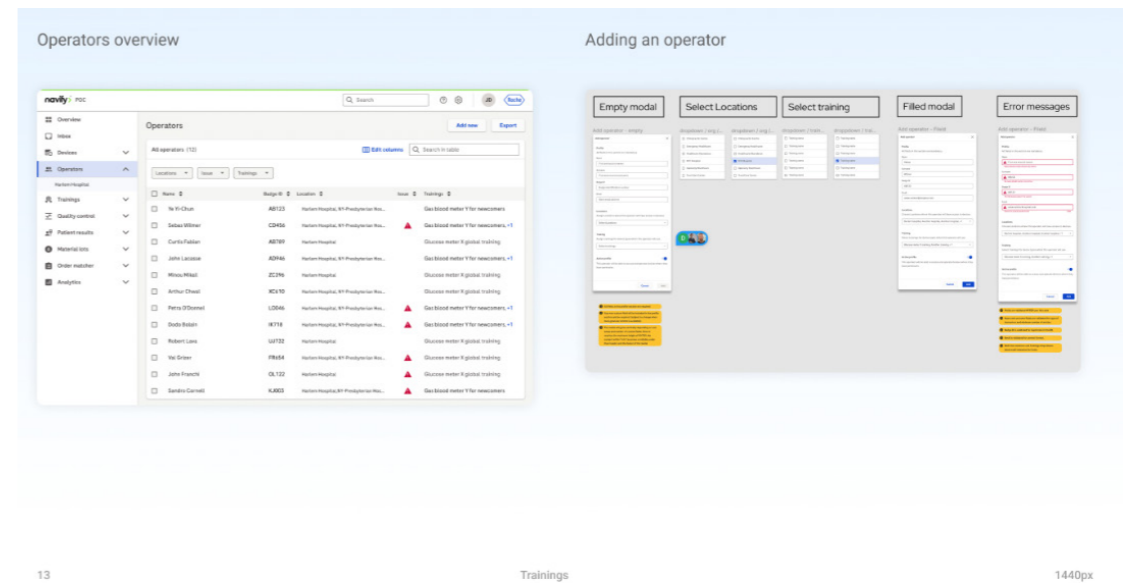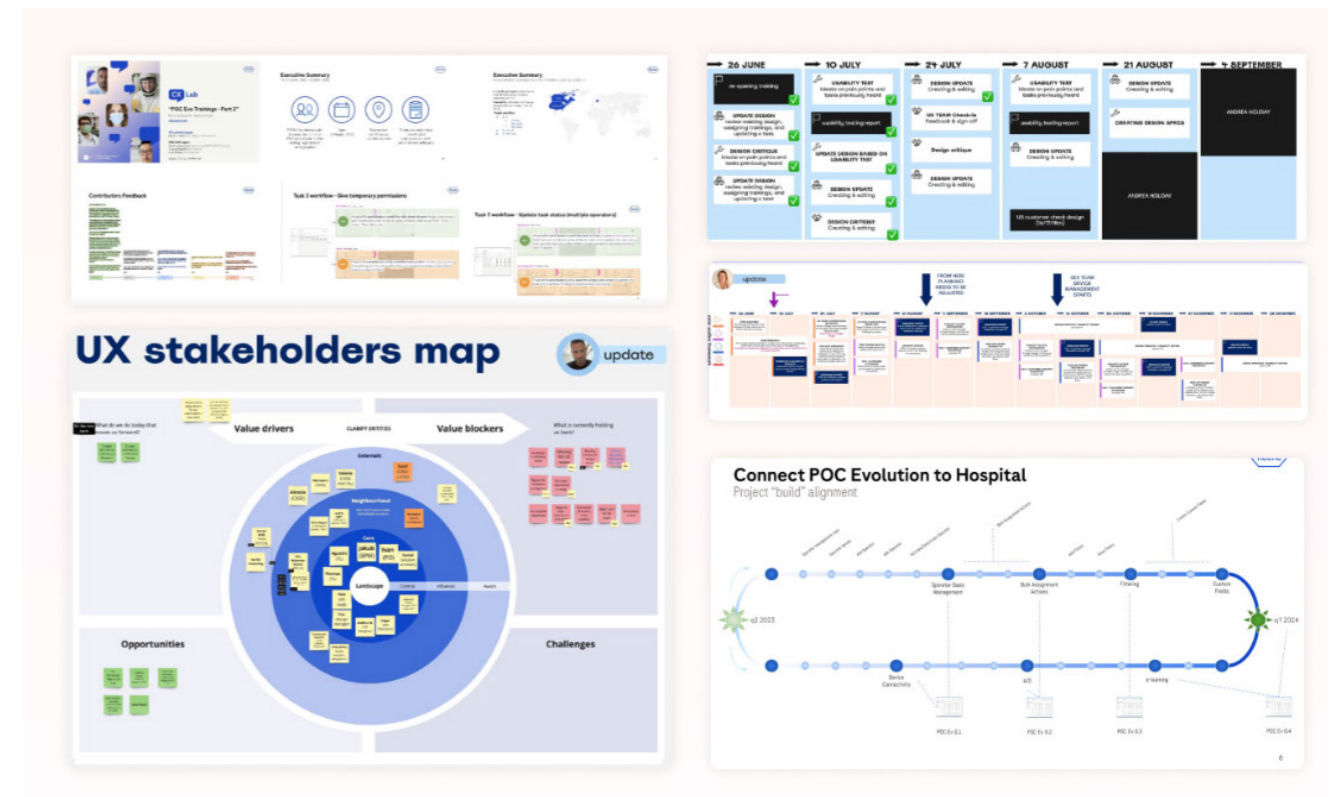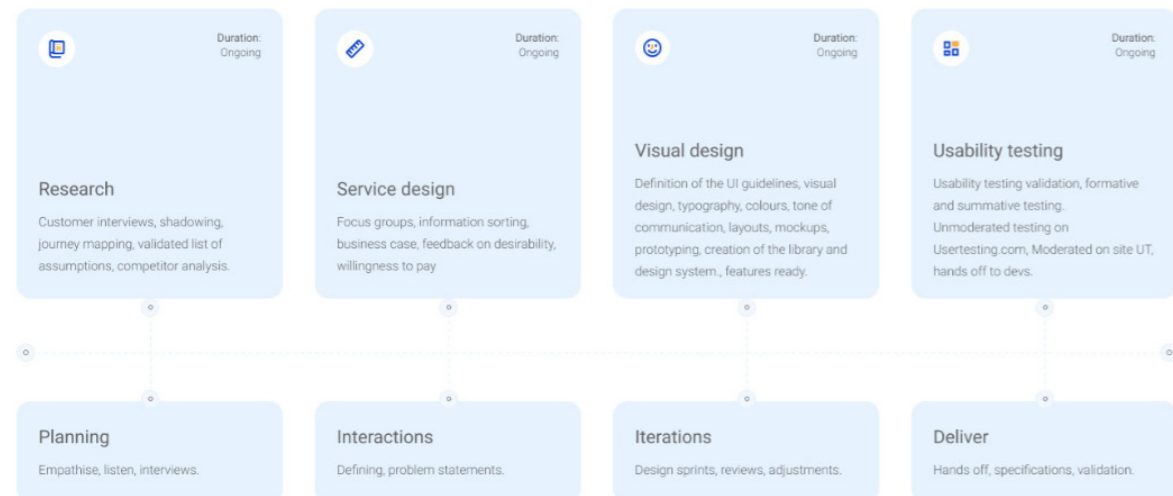
Date:	12.2023
Client:	Roche
Category:	UX Design

POC Evolution

The evolution for Point of care testing in a cloud based solution

- ✓ Primary care
- ✓ Hospitals
- ✓ Home testing
- ✓ Growth

03   Design process   Timeline

Scope of work

I lead the UX design for the Design System Library.

The scope of my contribution was to create, maintain and support a library that could be exploited by more than 200 projects, and avoid hardcoded design and code, and predominantly ensure consistency.

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Customer interviews, shadowing, journey mapping, validated list of assumptions, competitor analysis.

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Definition of the UI guidelines, visual design, typography, colours, tone of communication, layouts, mockups, prototyping, creation of the library and design system., features ready.

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Duration: Ongoing
Usability testing validation, formative and summative testing. Unmoderated testing on Usertesting.com, Moderated on site UT, hands off to devs.

Planning
Empathise, listen, interviews.

Interactions
Defining, problem statements.

Iterations
Design sprints, reviews, adjustments.

Deliver
Hands off, specifications, validation.

UX stakeholders map

Connect POC Evolution to Hospital
Project "build" alignment

Operators overview

Adding an operator

13   Trainings   1440px

Trainings overview
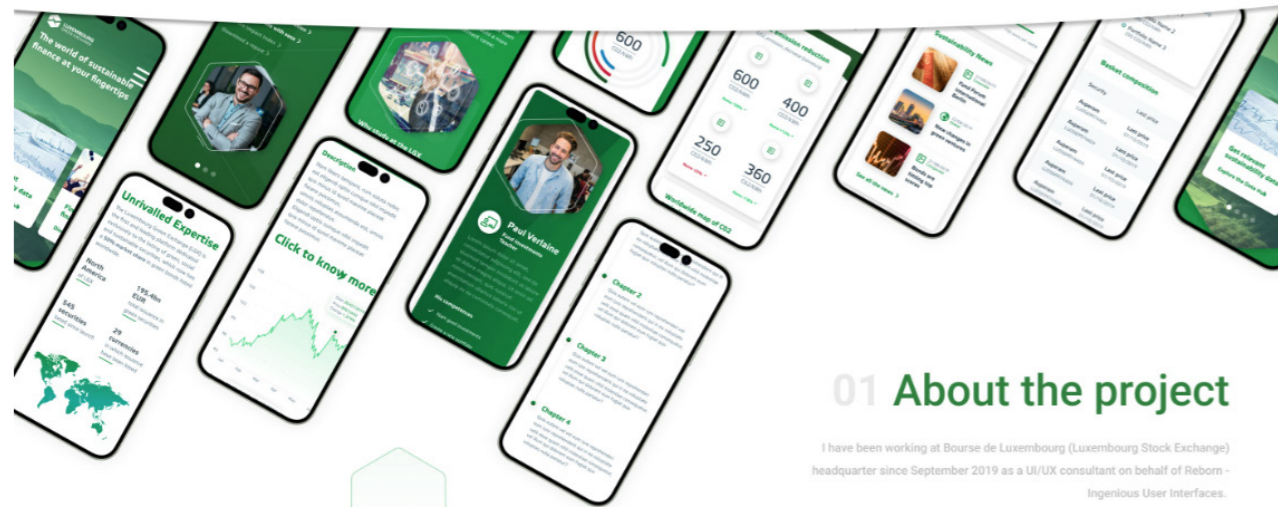
Training + operator details

LGX

Responsive App - UX/UI

I have been working at Bourse de Luxembourg (Luxembourg Stock Exchange) headquarter in September 2019 as a UX designer consultant.
I had the full responsibility of leading the design decisions on the LGX new platform.

Date:	03.2020
Client:	LGX
Category:	Financial apps
Visit:	lgxhub-premium

andrea mabellini

LUXEMBOURG
GREEN EXCHANGE

01 About the project

I have been working at Bourse de Luxembourg (Luxembourg Stock Exchange) headquarter since September 2019 as a UI/UX consultant on behalf of Reborn - Ingenious User Interfaces.

I have the full responsibility of leading the design and user experience decisions for the LGX new website.

02 My responsibilities

Research
I started from the qualitative and quantitative research, benchmarking, personas, heatmaps, analytics, user flows mapping, content audit.

UX design
Definition of the flows, usability testing, heuristic evaluations, user story mapping, ideation workshops, wireframing, prototyping etc.

Art direction
Creation of the guidelines, corporate image, fonts, colours, background, patterns, communication, tone of voice.

Design system
A design system in Figma was created for this project, components, styles and libraries crafted to fit these needs.

03 Quantitative research

Analysis of **heatmaps** with thousands of users, video recordings of the usage of the previous website, polls and questions, they all have helped me understanding the user with real data avoiding assumptions.

I worked very closely with the marketing team to produce specific reports and research of data coming from **Google Analytics**, with a bird eye view of the target and the various focus groups.

This meticulous process allows you to understand the site flows and the frequency bounce of each page, the sources of traffic and the demographic info.
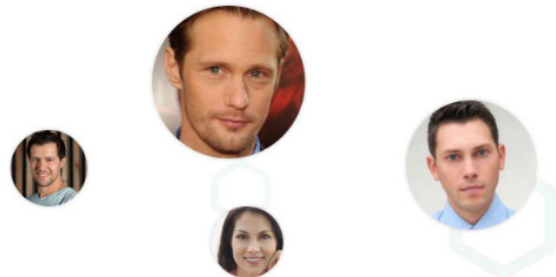
12 Public area - Components

For the **public pages** I followed the same methodology: wireframes and then ideation on my own. From the top left to the bottom right: the Dashboard (a series of widget to check the sustainability data trends);

the Academy page (where you can find courses and information about Sustainability investments); the Data Hub page (a landing page to present the products), and the Pricing Plan (4 packages to choose).
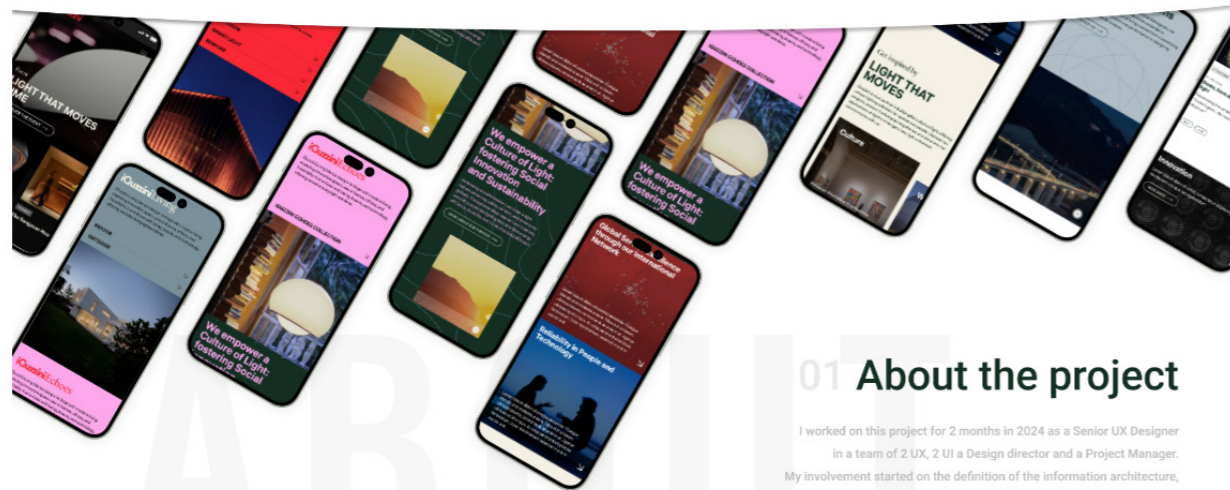

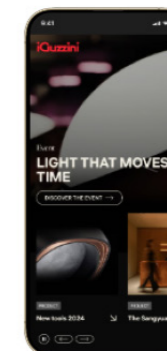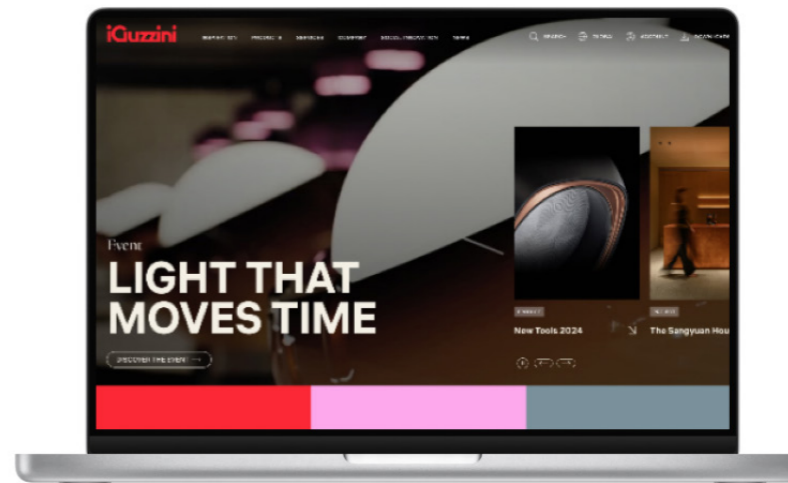LUXEMBOURG
GREEN EXCHANGE
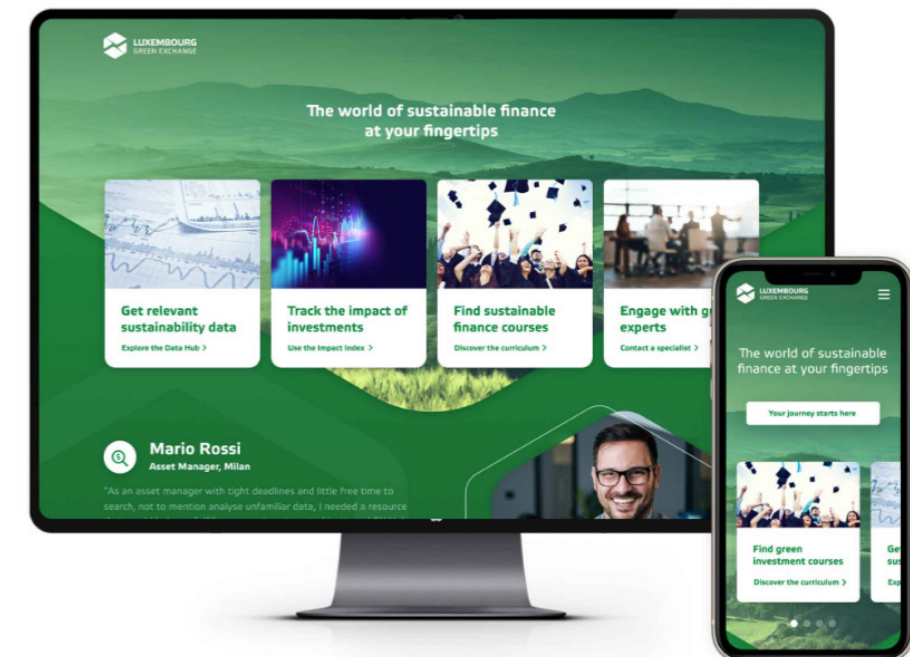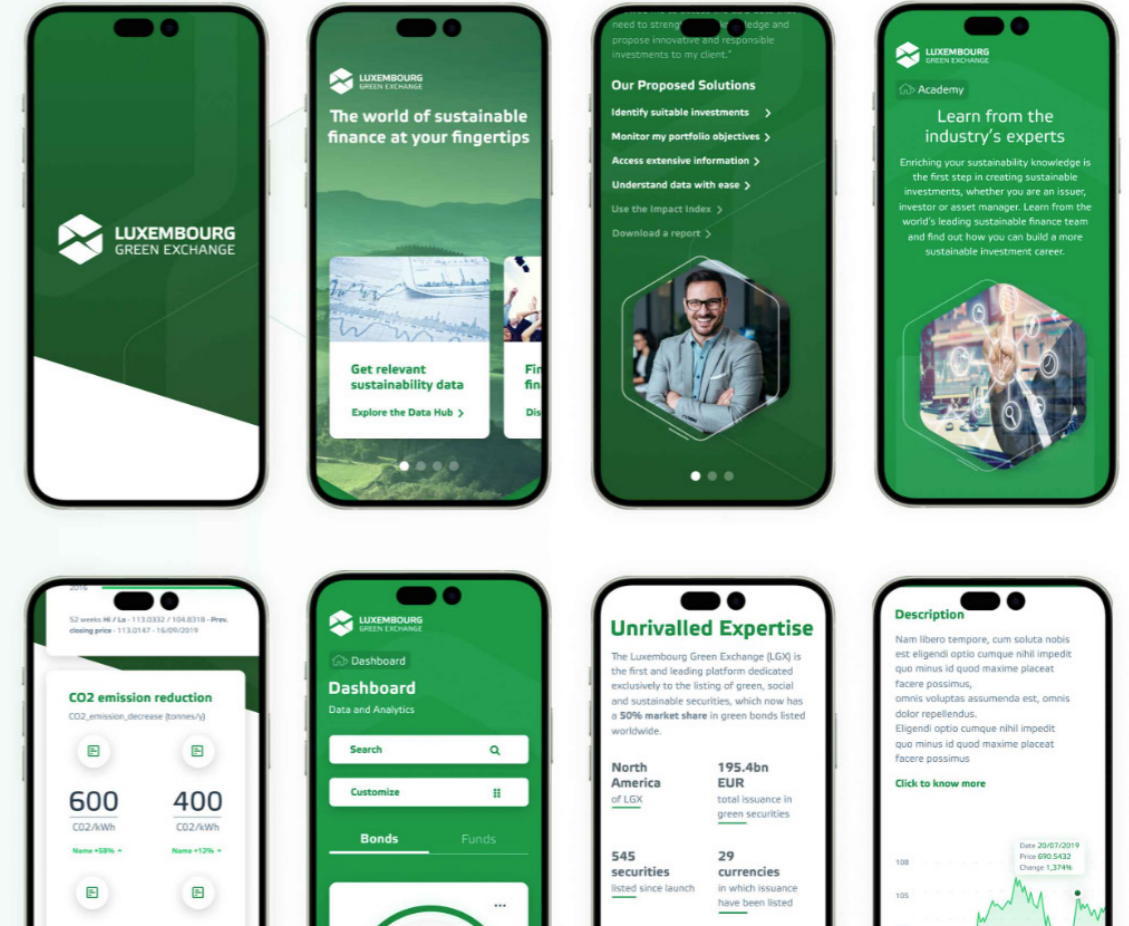
iGuzzini

UX/UI desktop app

I worked on this project for 2 months in 2024 as a Senior UX Designer in a team of 2 UX, 2 UI a Design director and a Project Manager. My involvement started on the definition of the information architecture, passing through the wireframes and the definition of the user flows. I worked on the UI too to help designers delivering the mockups.

Date: 06.2024
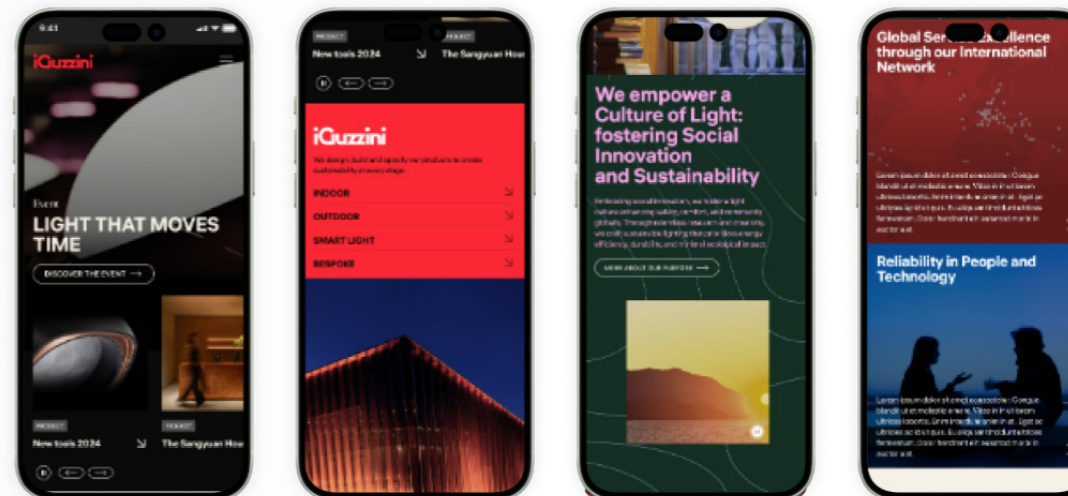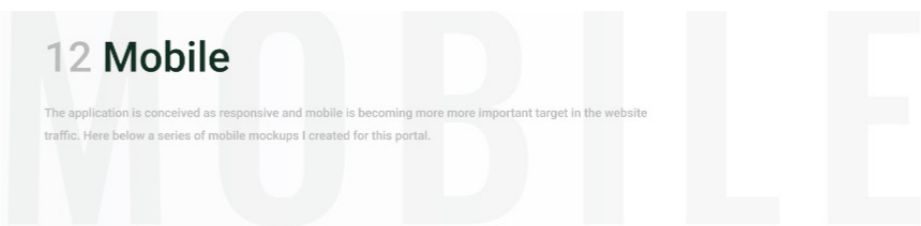
Client: iGuzzini

Category: UX Design

iGuzzini

01 About the project

I worked on this project for 2 months in 2024 as a Senior UX Designer in a team of 2 UX, 2 UI a Design director and a Project Manager. My involvement started on the definition of the information architecture, passing through the wireframes and the definition of the user flows. I worked on the UI too to help designers delivering the mockups.

02 My responsibilities

IA

I joined the project as a UX designer and first thing first I took care of the information of architecture redesigning the entire navigation.
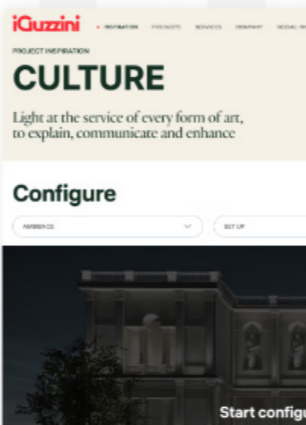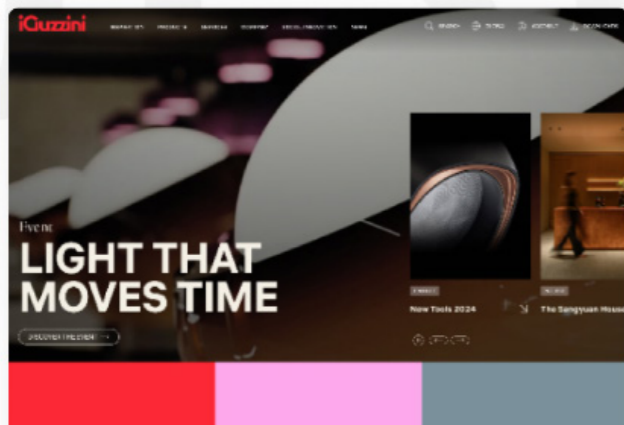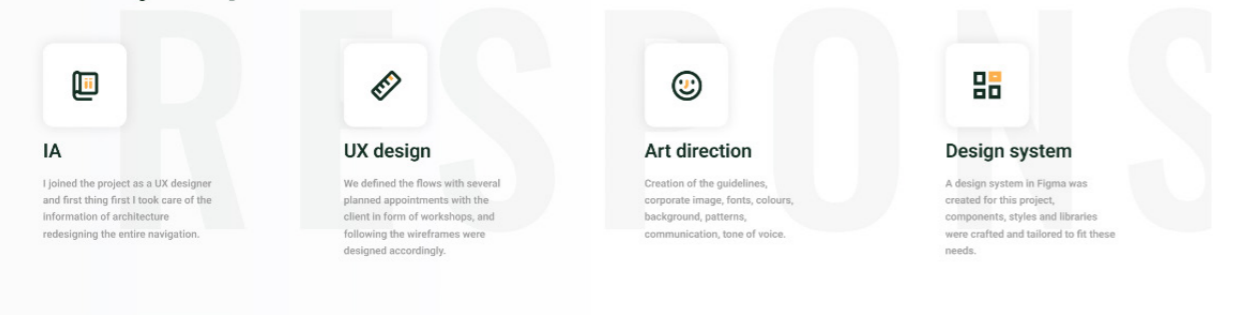
UX design

We defined the flows with several planned appointments with the client in form of workshops, and following the wireframes were designed accordingly.

Art direction

Creation of the guidelines, corporate image, fonts, colours, background, patterns, communication, tone of voice.

Design system

A design system in Figma was created for this project, components, styles and libraries were crafted and tailored to fit these needs.

12 Mobile

The application is conceived as responsive and mobile is becoming more more important target in the website traffic. Here below a series of mobile mockups I created for this portal.
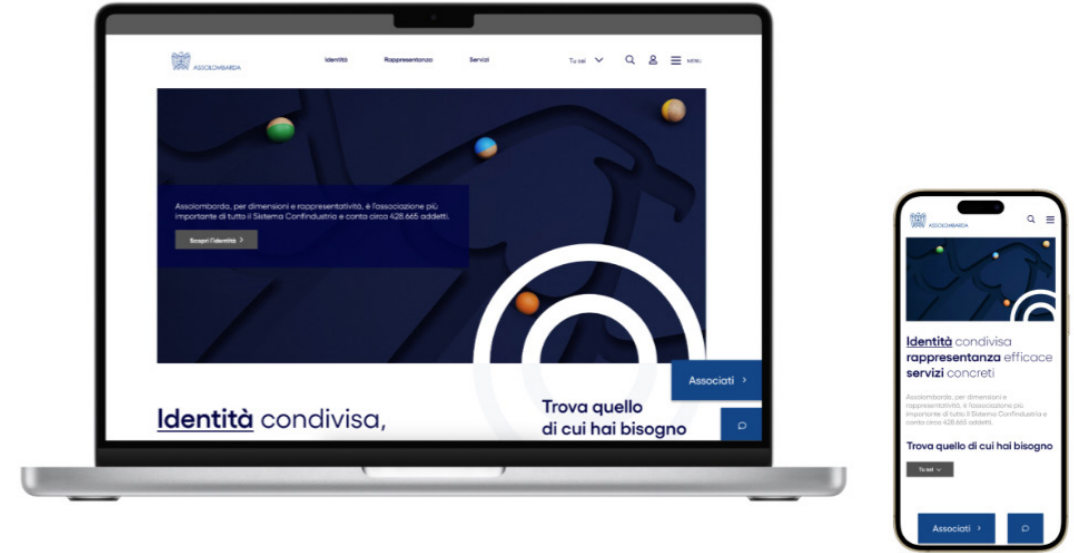
Assolombarda

UX/UI desktop app

The Assolombarda business association is looking for a Web Creative Agency with the aim of redesigning and developing its website. The need is to offer a new solution, in terms of experience, capable of making the Association's image more current and more consistent with an "innovator" positioning. Furthermore, the new website must, on the one hand, facilitate the visibility of information and access to content, emphasizing the value of being an associated company and on the other hand modernizing the technological infrastructure, guaranteeing greater performance, reliability, security and scalability.

Date: 05.2024

Client: Assolombarda

Category: UX Design

01 About the project

The Assolombarda business association is looking for a Web Creative Agency with the aim of redesigning and developing its website. The need is to offer a new solution, in terms of experience, capable of making the Association's image more current and more consistent with an "innovative" positioning.

02 My responsibilities

Research

I started from the qualitative and quantitative research, benchmarking, personas, heatmaps, analytics, user flows mapping, content audit.

UX design

Definition of the flows, usability testing, heuristic evaluations, user story mapping, ideation workshops, wireframing, prototyping etc.

Art direction

Creation of the guidelines, corporate image, fonts, colours, background, patterns, communication, tone of voice.

Design system

A design system in Figma was created for this project. components, styles and libraries were crafted and tailored to fit these needs.

08 User journey mapping

This exercise, once refined through the user research tools previously described, will be extended to all the personas and all the use cases that will be mapped during the first phases of the analysis.

USER RESEARCH | CUSTOMER JOURNEY (1/2)

| IDENTIFICARE	CONSIDERARE	UTILIZZARE	APPROFONDIRE	RIORDINARE
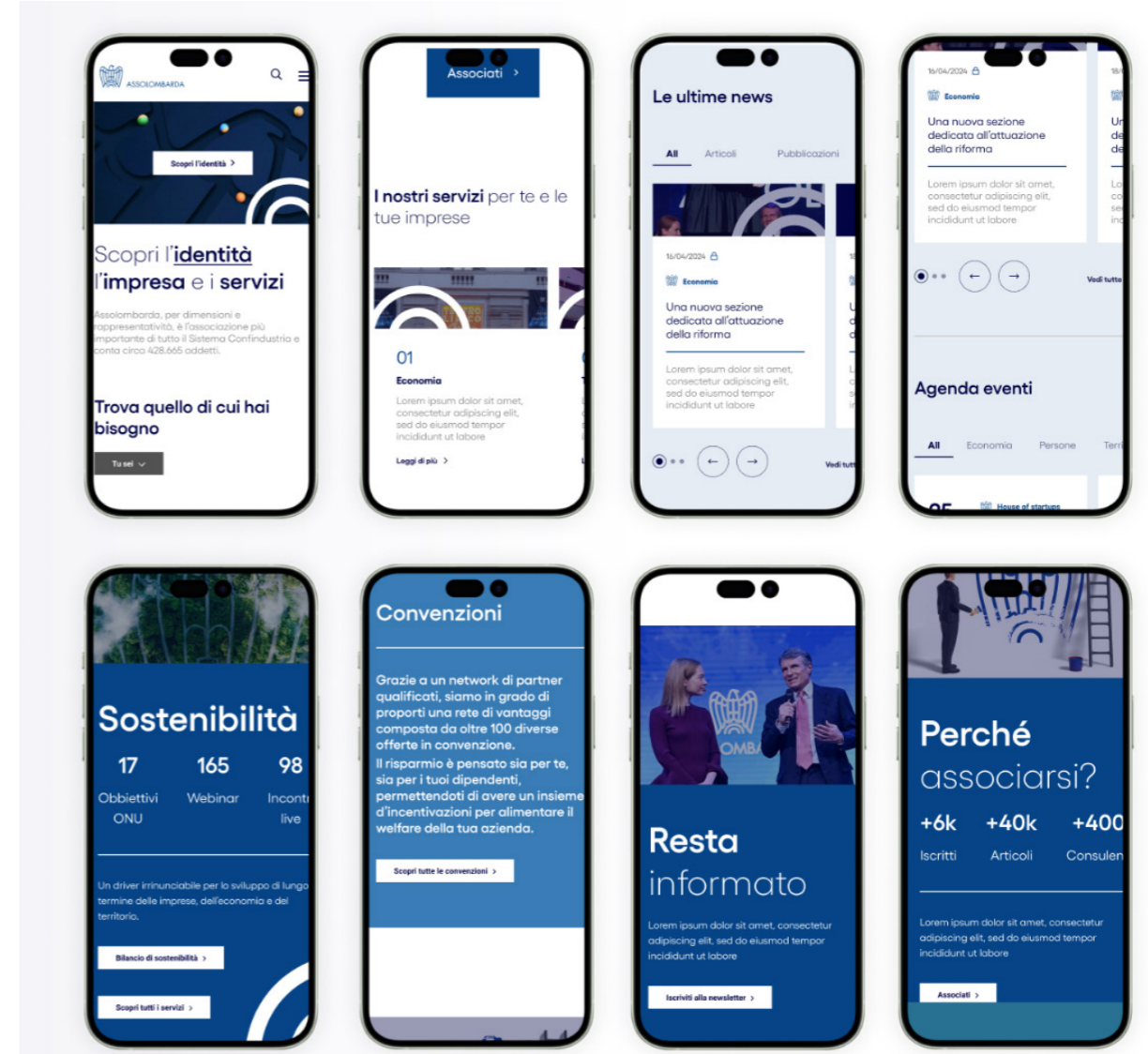
Fiat Digital Dealer

UX revision

The **FCA Dealer Digital Programme** is a new initiative designed to help coordinate national and local efforts in the digital space. The programme is a collection of tools, process, and support that will enable each dealer to engage local in-market shoppers and sell more vehicles.

Date: 03.2017

Client: FCA Fiat Chrysler
            Automobiles

Category: Automotive

Visit: fca dealer
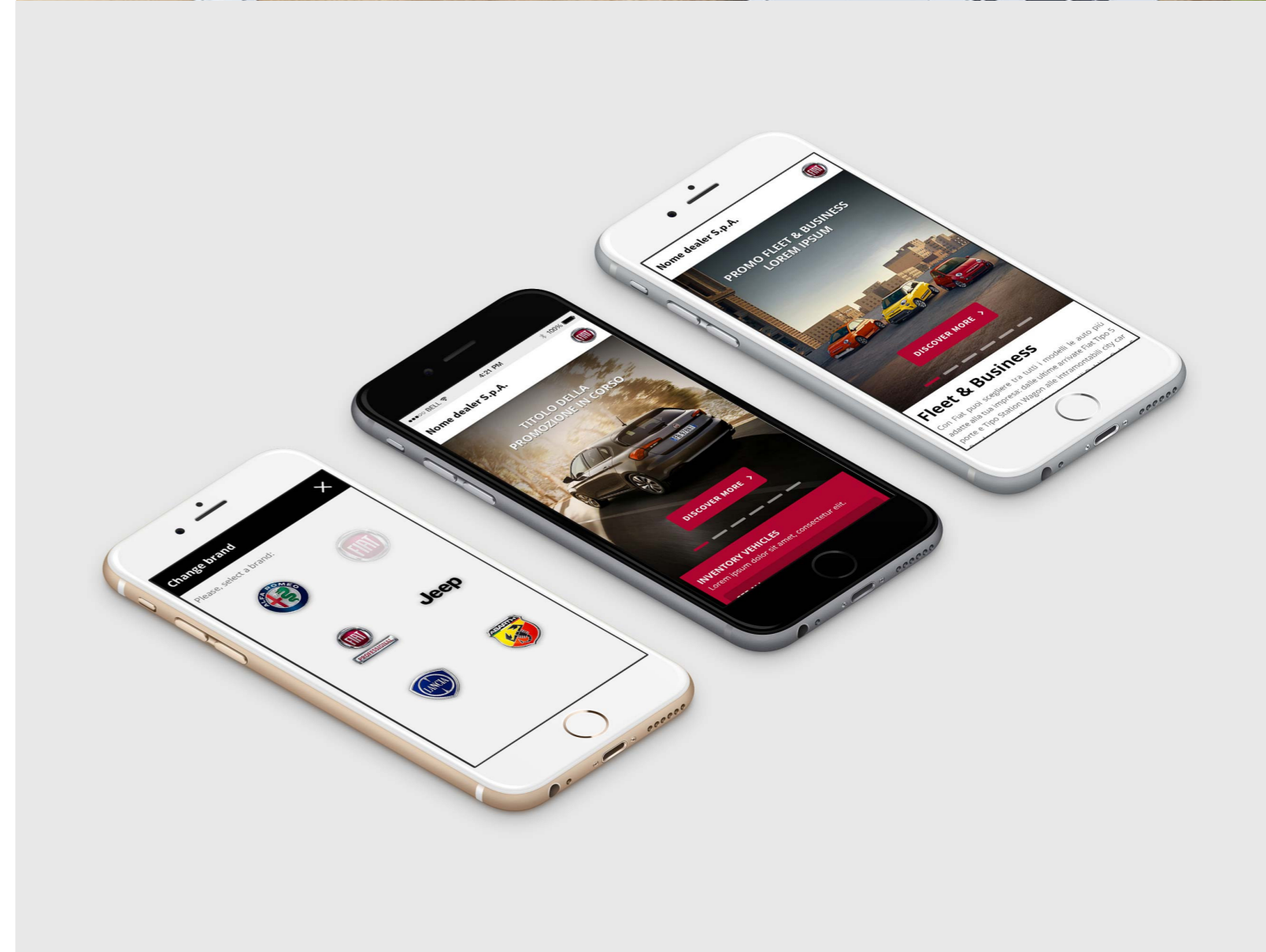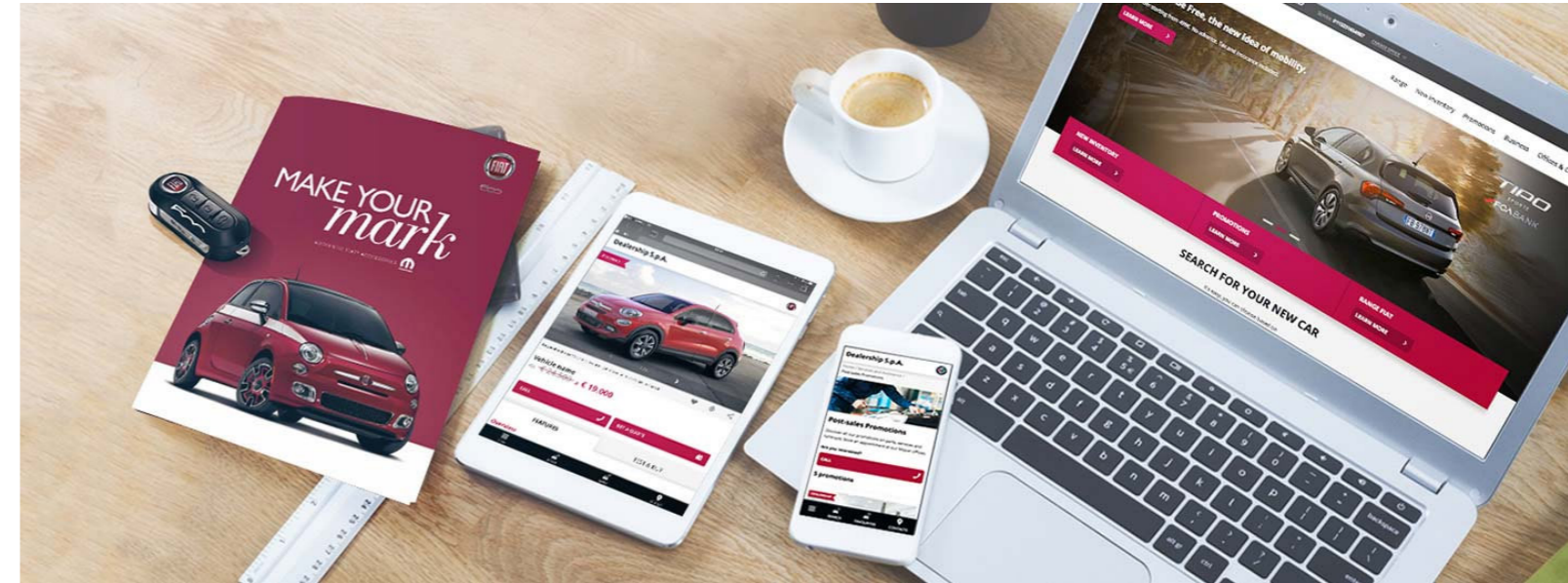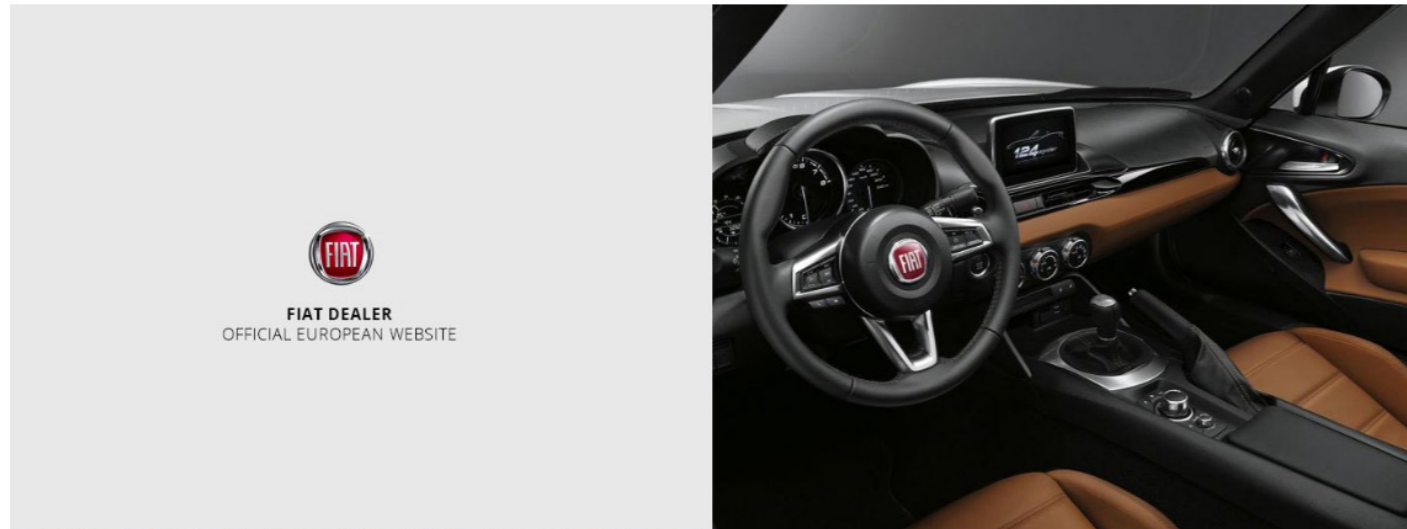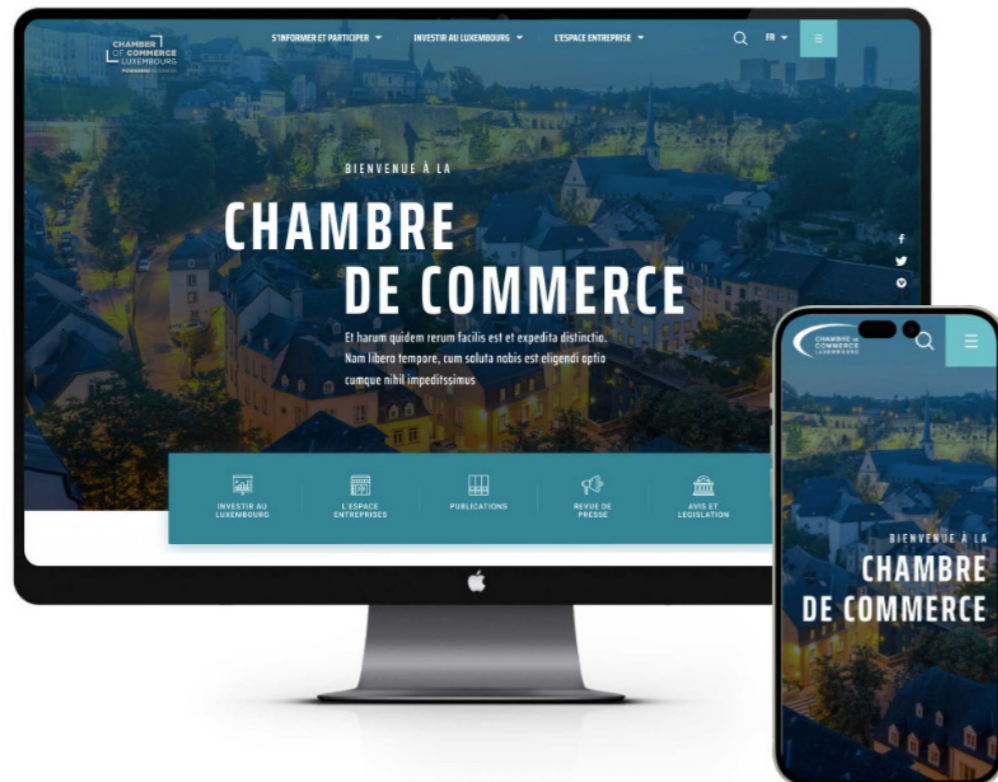
Restyle - for the new website

SThe goal of this project was to recreate a new design for the Chambre De Commerce of Luxembourg. The first thing I've done to provide something to the client was an audit, and a heuristic evaluation of the old website, with various tests and analysis.

Date: 01.2020

Client: Chambre de
              Commerce
              Luxembourg

Category: Finance

Visit: **Behance**

andreamabellini

CHAMBER OF COMMERCE LUXEMBOURG
POWERING BUSINESS

02 My responsibilities

Research

I started from the qualitative and quantitative research, benchmarking, personas, heatmaps, analytics, user flows mapping, content audit.

UX design

Definition of the flows, usability testing, heuristic evaluations, user story mapping, ideation workshops, wireframing, prototyping etc.

Art direction

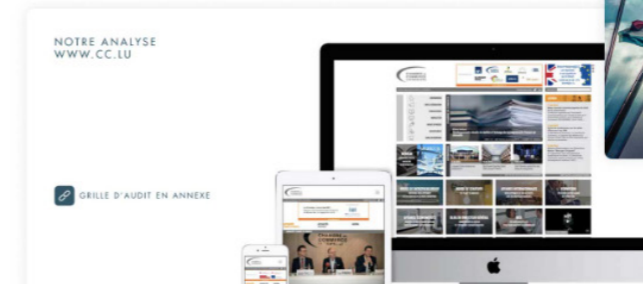Creation of the guidelines, corporate image, fonts, colours, background, patterns, communication, tone of voice.

Design system

A design system in Figma was created for this project, components, styles and libraries were crafted and tailored to fit these needs.

03 Audit

The goal of this project was to recreate a new design for the Chambre De Commerce of Luxembourg. The first thing I've done to provide something to the client was an audit, and a heuristic evaluation of the old website, with various tests and analysis.

LE GROUPE CHAMBRE DE COMMERCE
RAPPORT D'AUDIT

REBORN   CHAMBRE DE COMMERCE LUXEMBOURG

NOTRE ANALYSE
WWW.CC.LU

GRILLE D'AUDIT EN ANNEXE

01 About the project

The goal of this project was to recreate a new design for the Chambre De Commerce of Luxembourg. The first thing I've done to provide something to the client was an audit, and a heuristic evaluation of the old website, with various tests and analysis.

CHAMBER OF COMMERCE LUXEMBOURG
POWERING BUSINESS

BIENVENUE À LA
CHAMBRE DE COMMERCE

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impeditissimus

INVESTIR AU LUXEMBOURG   L'ESPACE ENTREPRISE   PUBLICATIONS   REVUE DE PRESSE   AVIS ET LÉGISLATION

BIENVENUE À LA
CHAMBRE DE COMMERCE

11 Styleguide

This is the basic set of elements

Colours palette

#68BFCA	#227093	#FFB142	#8E8E8E	#434343

Type scale

Saira	Saira condensed	Saira extra condensed	Roboto	Scale		
				Category	Size	Line Height
Head 1 - 38px	**Head 1 - 38px**	**Head 1 - 38px**	**Head 1 - 38px**	H1	38pt	Auto
Head 2 - 30px	**Head 2 - 30px**	**Head 2 - 30px**	**Head 2 - 30px**	H2	30pt	Auto
Head 3 - 24px	Head 3 - 24px	Head 3 - 24px	Head 3 - 24px	H3	24pt	Auto
Head 4 - 18px	Head 4 - 18px	Head 4 - 18px	Head 4 - 18px			
Head 5 - 14px	Head 5 - 14px	Head 5 - 14px	Head 5 - 14px			

Medical App

13 Styleguide

This is part of the basics or fundamentals of the design system.

Color Palette

| #2A2AC0 | #181461 | #F81300 | #2AC052 | #1C1C1C |

Typography

Lato	Lato	Lato
Light	Regular	Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

01 About the Project

This medical app was crafted with the intention of building a new application that solves the gap with the lack of good UX and the problems of Usability present in other medical/digital products.

The main aim of this product is to allow patients booking appointments, discussing online about their symptoms, and of course check their biological parameters.

Everything together in one consistent hub, without the confusion and frustration generated with the use ofseveral applications that make different things.

03 My responsibilities

UX Design

I started from the UX: Quantitative and qualitative research, competitive research, personas, impact map, user flows, smart methodology ecc...

Branding

Definition of the brand: logo, tone of voice, position on the market, colours, fonts, images, communication ecc...
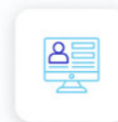
UI Design

I designed everything from scratch: the first wireframes, prototypes, mockups, interactions ecc...

Design System

I crafted the Design System, the logic of nested symbols, components definition, elements, atoms ecc...
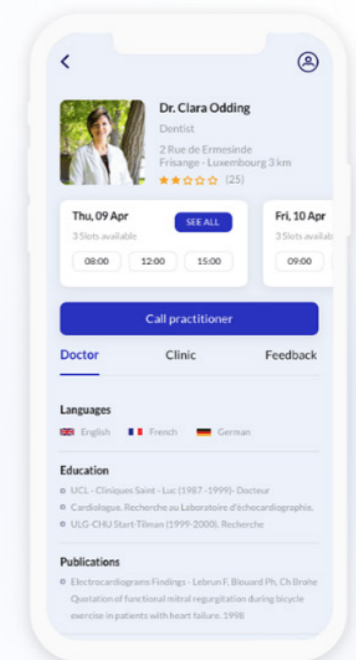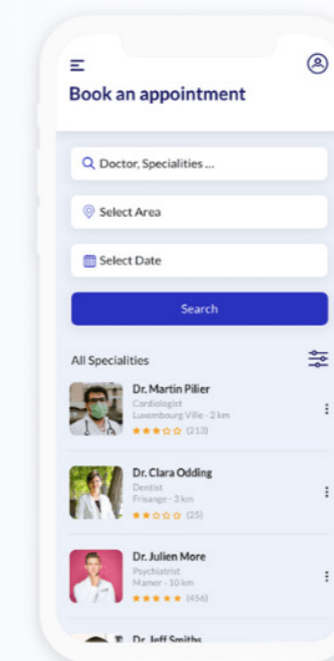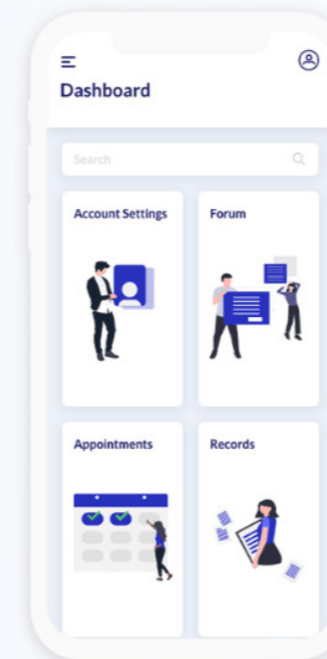
17 Book appointment

The booking appointment is the most important feature of the application. With a very intuitive path, the user can book an appointment and pay online, rate the doctor, and read more information.
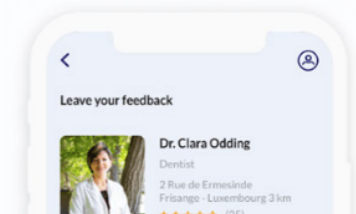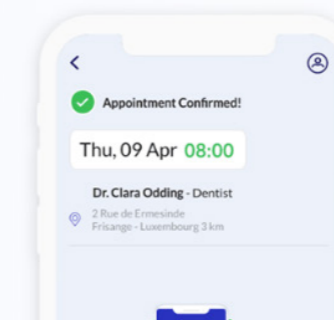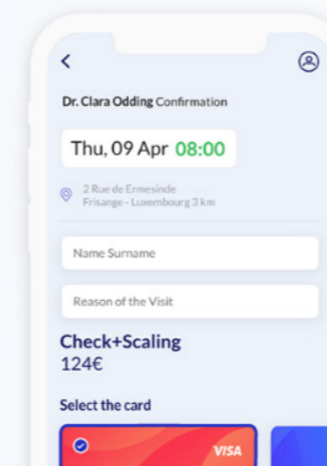
INTESA ⋒ SANPAOLO

Intesa Sanpaolo is the banking group which was formed by the merger of **Banca Intesa** and **Sanpaolo IMI**.

Ux/UI, Web Design

04
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ISP immobiliare

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