

Nicoletta Donadio

SENIOR PRODUCT DESIGNER



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Who I am

I am a UX and product designer with a particular interest in the User Centered Design methodology. I always aspire to create simple, engaging and high quality products. To achieve that, I usually start researching the target users and gathering requirements. Only after, I move to wireframing, feedback collection and finally to the visual design. But my work doesn't stop there. I keep learning from the users and iterating refining the product.

I am friendly, sedulous and a good team member. I work closely with front-end developers and product managers to create the best possible products for the end users.

I would love to join a passionate team that can challenge me and get the most out of my product experience.

Work experience

Aug 2016 **Lead product designer at City Pantry**

Nov 2017

City Pantry is a catering company on a mission to disrupt the (slightly boring) world of traditional corporate catering. I was in charge of everything design related, but 90% of my time was focused on shaping the product. I was part of the tech team, working very close to developers and frequently talking to user to validate our assumptions.

Jan 2015 **Lead product designer at import.io**

Jul 2016

Import.io is a web scraping service that get structured data from web pages. The team was composed by me, working on the product and a visual designer, focusing mostly on marketing.

Nov 2014 **Freelance UX and visual design work for Frenzy**

Dec 2014

Frenzy is an iOS app where users can win discounts on products and service by playing to casual games. I researched the target users, I created a user flow and then draw and wireframed the app.

- 2012 to 2014** **Lead designer and founder of Fanchimp**
Fanchimp is a social media marketing tools for small businesses. I have created and iterated on the product using qualitative and quantitative user feedback to create a fully-functioning product that customers loved and paid for.
- Apr 2012** **Lead designer of EpicPledge**
Aug 2012
EpicPledge allowed friends to bet against each other. I joined a team at ideas stage.
- Mar 2011** **Lead designer and founder of Challengein**
Jan 2012
Challengein developed small casual games for iOS. My role was visual designer of the website and of the different iOS apps. I had to create different prototypes to craft a pleasant UX and develop the entire UI. I helped to get funding by Chilean Government's [Startupchile](#).
- 2011 to present** Designed and published various different iOS apps: [Shelfy](#), [Angels&Demons](#), [InstaQuote](#).

Education and trainings

- Sep 2017** LEARN UI course. In-depth course on User Interface.
- Nov 2015** Certified Scrum Master by ScrumAlliance
- Dec 2014** 7 weeks Human Centered Design course organized by [IDEO.ORG](#)
- 2007-10** Computer Science studies at Università di Torino
- 2008-09** Image manipulation & photo editing. 60h intensive training course at Università di Torino.

Interesting facts

- 2015** Speaker for GeekGirlMeetup, about [working as designer in different context](#).
- 2011** Accepted by the government Funding Program "[StartupChile](#)".
- 2011** Participant to Startup Weekend Torino with the project [tassa.li](#) . It got interviews and a lot press with the main italian newspapers and TV channels.

Languages

I'm an Italian native speaker. I speak English and Spanish fluently and can understand some French.

Interests

I enjoy everything related to creativity, baking, art and music; in particular '70 rock. I am also a passionate reader and often use books to stimulate my creativity.