

Francesca Loi

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SUMMARY

Product designer with 4+ years of experience creating user-centered digital experiences across healthcare, fintech, and e-commerce. Skilled at balancing strategic thinking with hands-on execution: from user research and design systems to conversion optimization and cross-functional collaboration. Proven track record contributing to startup growth, securing funding, and shipping products that solve real user problems.

EXPERIENCE

Product Designer, Konfetti

May 2021 – Present, Berlin (remote)

- Owned end-to-end product design and pitch deck design through company growth from early to later startup stages, contributing to **€2M funding round and improved conversion metrics**.
- Established foundational **design system, brand identity, and style guides** that scaled with company growth.
- Built complete **e-commerce storefront and brand identity** from the ground up.
- Developed SEO-optimized **marketing materials** balancing visual appeal with web performance.
- Led **UX research initiatives** including user flows, journey mapping, and persona development that informed product strategy.
- Designed and tested review solutions that **increased conversion rates** through A/B testing and iterative optimization.
- The constantly improving user and customer experience across channels, landed the startup the title of second among the **Top 5 E-Commerce Startups in Germany**.
- Designed **SaaS integration interfaces** connecting back-office partner portals with external ticketing platforms.
- Collaborated closely with engineering teams on design handoffs, maintaining agile development cycles.
- Partnered cross-functionally to streamline internal processes.

Design Consultant, Estate Social Housing Project (Freelance)

September 2024 – December 2024, Boise, USA

- Redesigned complete **website architecture** and form flows to **improve accessibility** and user experience for social housing applicants.
- Collaborated with **Webflow** developer on design implementation, contributing to layout design and platform-specific adjustments.

Marketing & Pitch Deck Designer, Bikefinder (Freelance)

October 2023 – November 2023, Cagliari

- Created investor **pitch decks** with clear visual hierarchies and typography systems that effectively communicated business value.
- Designed **social media advertising campaigns** optimized for platform-specific engagement and conversion.
- Developed cohesive visual systems across touchpoints, maintaining brand consistency while driving audience interaction.

Graphic Designer, Fintech Fuel

January 2021 – May 2021, Berlin

- Enhanced Squarespace website functionality and visual design, **improving user engagement and brand cohesion**.
- Created social media graphics for fintech hackathon that increased event visibility and participant engagement.
- Delivered clear visual communication that effectively promoted event details across digital platforms.

Design Intern, Strandarbeiter Ventures (Medtech Startup)

March 2020 – November 2020, Berlin

- Developed **complete brand identity** including logo, style guide, and brand voice for early-stage medtech startup.
 - Designed MVP e-commerce platform with **optimised user flows** that contributed to successful product launch.
 - Created **Partner Portal tailored to medical professionals' clinical workflow** needs.
 - Designed **pitch decks** that clearly communicated product vision to stakeholders.
 - Iterated designs based on user feedback, **improving product-market fit**.
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EDUCATION

Google UX Design Professional Certificate

Google Coursera, 2020

- Comprehensive UX methodology training including empathy mapping, personas, user stories, journey mapping, ideation techniques (Crazy Eights, How Might We), competitive audits, wireframing, prototyping, and **accessibility considerations**.

Bachelor's Degree in Design

Libera Università di Bolzano, Bolzano, 2016–2019 (102/110)

- Multidisciplinary design education spanning **graphic design, commercial photography, typography**, exhibit design, **brand identity, industrial product design**, technical drawing, 3D modeling, and various crafting techniques.
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SKILLS

Design & UX: User Research, User Flows & Journey Mapping, Wireframing & Prototyping, A/B Testing, Conversion Optimization, Design Systems, Accessibility (WCAG), Information Architecture.

Tools: Figma, FigJam, Adobe Creative Suite, Webflow, Miro.

Technical & Process: HTML/CSS Basics, Agile Workflows, Cross-functional Collaboration.

Project Management: ClickUp, Trello, Asana, Notion.

Marketing & CRM: Customer.io, Sendgrid, Mailchimp, Canva

Other: AutoCAD, Rhinoceros, Procreate, Italian, English, German, French, Spanish.