

Fabio Pia

UX / UI Designer · Human-Centered Design · London, UK

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PROFILE

I build intuitive products, systems, and experiences through human-centered design. I believe great design marries problem solving with communication — shaping products that genuinely improve people's lives.

SKILLS & TOOLS

Design	Figma Sketch Webflow Miro Maze
AI & Tools	Claude Code Claude Design Figma Make AI-augmented workflows
Research	User Interviews Surveys Usability Testing A/B Testing
Process	Story Mapping Personas Wireframing Prototyping
Delivery	Design Systems Agile Dev Handoff Documentation

WORK EXPERIENCE

UX/UI Designer · Digitiamo	Mar 2023 – Present
– Led end-to-end UX/UI across AI, SaaS, and enterprise tools — discovery, research, wireframing, prototyping, and high-fidelity delivery. – Built and maintained scalable design systems and component libraries in Figma, ensuring consistency across all projects. – Ran stakeholder interviews, usability tests, and A/B tests to align product direction with user needs. – Delivered full UX documentation (personas, user flows, journey maps) in Agile sprints for smooth dev handoffs. – Integrated AI-augmented workflows using Claude Code, Claude Design, and Figma Make to accelerate design-to-development cycles. – Developed visual branding assets: logos, typography systems, and digital brand guidelines.	
UX/UI Designer · AIKnowYou	Oct 2022 – Nov 2024
– Conducted user interviews and usability testing to gather actionable insights and validate design decisions. – Led full design system migration from Sketch to Figma, introducing modern component patterns and streamlining workflows. – Designed responsive UI components and interactive prototypes supporting cross-platform user experiences. – Facilitated user story mapping and ideation workshops with internal stakeholders to align strategy. – Used Maze and Miro to analyze user engagement and communicate findings to product and dev teams.	

ADDITIONAL EXPERIENCE

Bar Supervisor · Home Grown Club, London	Aug 2019 – Oct 2022
– Led a team of 5 in a fast-paced environment, ensuring smooth daily operations and developing strong leadership and organisational skills.	
Graphic Design Intern · Visuelle, Varese	Apr – Sep 2016
– Supported marketing campaigns and produced print materials: flyers, brochures, and posters.	

EDUCATION

UX Design & UI for UX Cert. · CareerFoundry	2022
– 400+ hrs · Mentored by industry professionals.	
BA Computer Science · University of Milan	2015–2018

LANGUAGES

Italian — Native · English — Fluent