

01 SUMMARY

Product designer with 5 years of experience shipping digital products people actually use: e-commerce platforms, online marketplaces, internal business tools, and consumer mobile apps. What sets me apart is that I don't stop at handing off Figma files: I build production-ready front-ends myself, using **agentic workflows** to go from design to working code in a single afternoon. I've been operating this way for 10 months straight, **averaging 4.5M tokens/month**.

02 CORE SKILLS

- DESIGN**

Run the full design process: user research to understand the problem, then user flows, wireframes, and interactive prototypes, delivered as reusable design systems and component libraries with proper design QA before handoff.
- DELIVERY**

Own the product side too: writing PRDs, shaping roadmaps, making backlog priority calls, keeping stakeholders aligned, and designing for conversion and measurable outcomes, not just how it looks.
- BUILD**

I take designs into real, working code using AI pair-programming to move from Figma to a live front-end, managing the version in Git, deploying through Vercel, and using skill checks to hold quality.

03 EXPERIENCE

- IT Product Manager & Lead Designer**

2025 | PRESENT

Sheltons Malta | Malta
 - Redesigned core pages: traffic up **67%** (**980** → **1,640** visits/mo), load held under **3.8s**.
 - Run design and product operations across web and internal tooling, handling the full pipeline as the sole designer.
 - Built a lead-capture and nurture workflow in Power Automate, connecting website forms to gated download and recurring email sequences.
 - Shipped conversion-focused Grants and Team pages, along with proposals, whitepapers & SOPs that uses across client-facing & internal work.
- UI/UX Design Officer**

2024 | 2025

MMY Malta Ltd | Malta
 - MVP launch video: **14,300+** views. Email: **460+** clicks/mo at **~48%** CTR, up to **27%** converting.
 - Built the design system that engineering still uses as a source of truth: visual foundations, components, product cards, and page templates.
 - Designed the full web, mobile, and internal-tool experience for a regulated medical cannabis e-commerce brand, starting from a blank slate.
- Freelance Product Designer**

2023 | 2024

Independent | Remote
 - Delivered end-to-end product design for early-stage ventures and SMEs, covering user research, flows, prototypes, and shipped UI.
 - Built multi-language, multi-currency experiences for regulated and competitive products, managing client briefs, timelines, and delivery.
- Junior UI/UX Designer**

2021 | 2022

420 Group SRL | Rome, Italy
 - Revenue moved **~€24.6K** → **€36.8K**/mo in **3** months.
 - Owned the process from user research and wireframing through usability testing and release QA, partnered with engineers for handoff.
 - Revamped the regulated pharmaceutical CBD e-commerce experience across navigation, product pages, checkout flow, and product visuals.

04 ZERO-TO-ONE BUILDS

- Founding Team Member & Product Owner**

2024 | PRESENT

Surf Marketplace | Malta
 - Designed **2** systems, **184** screens, **63** flows, from onboarding to checkout, web and app.
 - Directed a 3-person dev team (**460** hrs) to launch: **47** active sellers, **530** orders shipped.
 - Own the product vision, UX strategy, and roadmap for a bootstrapped two-sided marketplace across web, seller app, and customer app.
- Product Designer**

2026

Nadif Malta - Clean Malta | Malta
 - Ran it end to end, solo, from discovery to production-ready UI, across **2** surfaces: a citizen app and a council operations dashboard.
 - Mapped journeys across **5** audience segments, built and iterated **26** screens, and shipped a design system and multi-language support
 - Designed a civic app for St Paul's Bay so residents, businesses and tourists can read Malta's colour-coded waste system and report street problems.
- Independent Product Designer & Builder**

2026 | PRESENT

Sahaja, Guided Yoga App | Malta
 - 34** React Native screens shipped, MVP on a live backend, in native device testing.
 - Designing and building a self-guided yoga practice companion for people who want consistency, building solo, end to end.
 - Prototyping camera-based posture guidance using Google MediaPipe pose tracking, with real-time feedback and voice-guided cues.
- Independent Product Designer & Builder**

2025

VantageBet, iGaming Product Concept | Malta
 - Built an interactive prototype with dark-light themes, reusable patterns, and clear betting controls
 - Designed **25** mobile screens spanning casino discovery, sports betting, wallet, onboarding, account, and responsible-play journeys.

05 EDUCATION

Masters, UX/UI Design	Nuclio Digital School	Spain	2021
Masters, Business Management	Sapienza University of Rome	Italy	2022
Bachelors, Commerce	SDM University	India	2017

06 LANGUAGES

English **C2** · Italian **A2**