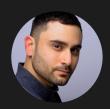
M Edoardo Birbini

Product Designer

A passionate product designer with a keen eye for details and a strong drive to create meaningful user experiences. I thrive on the challenge of solving problems and transforming ideas into innovative user-centric product.



Skills

User Experience	••••
User Interface	••••
Prototyping	••••
User Research	••••
User Testing	••••
IA	••••

Tools

Figma	••••
Protopie	••••
Miro	••••
InVision	••••
Zeplin	••••
Hotjar	••••
Photoshop	••••
Illustrator	••••

Education

2011-2014

Institute of Design and Multimedia

Palladio Verona Italy

Activities



Contact

birbiniedoardo@gmail.com +49 174 3876841 Berlin

Social

linkedin.com/in/edoardobirbini

Web Site

edoardobirbini.design

Experience

Product Designer

Airy & Freelancing

2022-2024 - Berlin

- Led the end-to-end UI/UX process, from concept to implementation, ensured a seamless user experience across products.
- Collaborated closely with the product team to align on the overall user experience strategy and goals.
- Partnered with the engineering team to understand technical requirements and translate them into feasible design solutions.
- Delivered final UI solutions for new features and products, ensured they met both user needs and technical constraints.
- Oversaw the design of the entire product ecosystem, including websites, open-source software, and apps in order to maintain consistency and coherence across platforms.

Senior UI-UX Designer

Sporttotal AG

2020-2022 - Berlin

- Managed the upkeep of design systems for various platforms, included websites, web apps and mobile apps.
- Ensured the ongoing maintenance of user interfaces for websites and apps across iOS and Android platforms, maintained consistency in GUI.
- Developed wireframes and prototypes to facilitate the integration of new elements and features into existing products.
- Crafted user stories and user journeys to guide the development of new features and enhancements.
- Designed user flows to map out the navigation paths and interactions within features, ensured a seamless user experience.

UI-UX Designer

Wundertax

2018-2020 - Berlin

- Led UX / UI design on web site and mobile application.
- Conducted A/B split testing to test new features.
- Ensured the maintenance of assets and GUI elements for consistent visual presentation across platforms.
- Introduced usability testing as a key step in product development, emphasized a user-centric design approach.
- Developed wireframes and prototypes.
- Created user personas and cases to guide the design and development of new features, ensured they meet user requirements and expectations.

UI-UX Designer

Viacom (Paramount)

2016-2018 - Berlin

- Oversaw the redesign process of the Mobile Application to improve user experience and functionality.
- Ensured the maintenance of assets and GUI elements, guaranteed Guided UI
 design efforts on the Mobile Application, ensured intuitive and visually appealing
 interfaces.
- Guided UI design efforts on the Mobile Application, ensured intuitive and visually appealing interfaces
- Managed the maintenance of the Apple and Google Play Store presence for the Mobile Application.