

✉ 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](https://www.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.
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- Managed the maintenance of the Apple and Google Play Store presence for the Mobile Application.