# Florinda Sgueglia
## Product Designer | UX-UI



🏠 Naples, Italy

📞 +39 3331853774

✉ florinda.sgueglia@gmail.com

**Linkedin**   **Portfolio**

## About Me
UX/UI Designer with 10 years of experience in graphic/product design.
Bilingual:
Italian (native) | English (proficient)

## Key competencies
User Experience Design
Design Thinking
Ux Research
Wireframing
Design System
Prototyping
Infographic
Motion graphic Design
Brand Identity

## Tools
Figma - Figjam - Adobe Suite
Sketch - InVision - HTML / CSS

# PROFESSIONAL EXPERIENCE & SKILLS

**• Freelance - Product Designer / UX-UI**
2023-Present
Conducting UX Research; Building Information Architecture, User and Task flows; Working with Design Systems; Producing lo-fi and hi-fi wireframes; Building Interactive prototypes
Designing and building user interfaces and Responsive websites

**• Engine Group Ltd UK. – Graphic Production & Developer**
2019-2022
Part of a specialist team to manage and build websites for all European countries, from the layout and structure to the UI and local images.
Combining design and development acumen to provide compelling and engaging graphics, with strategic code.
Assisting the client to develop unique and customised interfaces by providing UI support.
Aligning client vision to project objectives and business goals in order to succeed and enable profitable results.

**• Freelance - Graphic & Product Designer**
2016-2019
Established brand and corporate identity for an IoT Technology Company
Produced digital and motion graphic designs for a dentist office to promote company through promotional videos and social media content and developed company website.
Worked for an independent music band as Motion Graphic Designer, editing video clips.

**• Laura Biagiotti Watches&Jewels. – Lead Designer**
2012-2016
Innovated the annual watches and jewellery collections
Created the POS materials including packaging, printed catalogues, display and counter materials, as well as window displays to optimise visual engagement.
Expanded brand presence and market penetration by managing international fairs and supervising the ADV materials.

# EDUCATION & TRAINING

✓ Ux Academy at DesignLab
2023
✓ BArch Industrial & Graphic Design at University of Campania "Luigi Vanvitelli"
2011