



Valerio Donfrancesco

SENIOR UX/UI & PRODUCT DESIGNER · AI-
ASSISTED PRODUCT DESIGN

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Rome, Italy – remote friendly

Senior UX/UI and product designer with 18 years in digital product, shipping interfaces used by millions – from a consumer iOS app with over 2 million users to national public services. I work end to end: user research, information architecture, wireframing, interaction design, UI, prototyping, usability testing and accessible design systems.

I lead design on complex platforms – national public services, streaming, loyalty, banking – and stay with them through release, coordinating designers, frontend developers and suppliers. Eleven of those years were hands-on iOS development, and I now use AI as a design and build partner: prototyping, automation and analytics inside a product I run myself. Native Italian, fluent English, three years in London.

Experience

Senior UX/UI & Product Designer – Freelance

NOV 2016 – PRESENT

Independent · Italy & remote DESIGN + IOS

- Led UX strategy and design delivery on national public platforms for the **Italian Ministry of Education and Merit** and **Infocamere**, still used by **millions of people** – teachers check and change their school assignment through the journeys I designed – coordinating three frontend developers and external suppliers.
- Built and documented design systems handed over to multiple vendors and distributed teams, keeping one visual language across suppliers and cutting repeated design work on every new release.
- Designed the data-heavy dashboards and commercial interfaces that **Epipoli's** customer care team uses every day to support roughly **500,000 cardholders**, at one of Italy's largest gift and loyalty card providers.
- Ran UX and iOS consultancy for **Chili TV**, a streaming platform live across Europe with more than **600,000 users**, unifying mobile, smart TV and desktop into one coherent experience with a shared interaction model.

Founder & Product Owner – ByteLegion

2023 – PRESENT

Own product · Italy & remote PRODUCT + INFRA

- Founded and run my own product: **direct-booking websites for holiday rentals**, sold and hosted end to end – design, build, self-managed VPS and paying clients – growing revenue **30% year on year**.
- Automated provisioning, DNS, billing and reporting with AI-assisted scripting, so new customers go live without manual setup and the service scales without added operational headcount.
- Designed and built an internal dashboard on the Stripe and WHMCS APIs that tracks recurring revenue and churn and forecasts growth scenarios, turning operational data into pricing and acquisition decisions.

UI/UX Designer

DEC 2015 – NOV 2016

Assist SPA · Milan DESIGN

- Delivered UX/UI and technical consultancy on banking platforms for **Banca Popolare di Sondrio** and **Banca Popolare di Bari**, translating regulated, high-risk workflows into interfaces branch staff and customers could use unaided.

Creative Director (hands-on product & UX)

SEP 2013 – NOV 2015

Beeapp SRL · Pisa **IOS + DESIGN**

- Directed design and delivery across the mobile portfolio, managing small teams of designers and developers from concept to App Store release.
- Led design and development of the official **X-Factor Italy** app, shipping a second-screen experience against a live broadcast schedule.
- Created and launched WeNote, a beacon-based app that won the **Italian Mobile Award 2014**.

UX Designer & iOS Developer

OCT 2012 – AUG 2013

Luluvis Inc. · London **IOS**

- Developed and maintained the worldwide consumer iOS app, serving more than **2 million users** through weekly release cycles.
- Acted as the design team's support engineer, building custom UI components that let designers prototype and validate new concepts in days instead of waiting on the product backlog.

iOS Developer

OCT 2009 – FEB 2012

Navionics Spa · Pisa **IOS**

- Built and shipped features for the marine navigation apps as iOS developer and UX consultant, contributing to the iOS app reaching around **600,000 users** in a safety-critical category where map legibility and offline reliability decide usability.

Skills & tools

UX & UI DESIGN

User research, information architecture, user flows, wireframing, interaction design, UI design, rapid prototyping, usability testing, design systems, accessibility (WCAG), responsive and mobile design.

Figma, FigJam, Framer, Sketch, Maze. Working knowledge of Photoshop and Illustrator.

AI, DELIVERY & CODE

AI-assisted design and prototyping, AI-driven product automation, iOS development, UI engineering, design-to-code handover, analytics, agile delivery (Scrum).

Claude and AI coding tools, Swift & Xcode, HTML/CSS/JS, Git & GitHub, Vercel, Jira, Notion, Slack.

Education

B.Sc. Computer Science

University of Pisa

Student exchange programme

Queen Mary College, London

Innovation Manager – certified

MIMIT register (Italian Ministry of Enterprise) – unlocks public innovation funding for clients

User Research & Interaction Design – certificate

The Interaction Design Foundation

Languages

Italian – native

English – fluent

Three years in London; daily work in English with remote teams.

