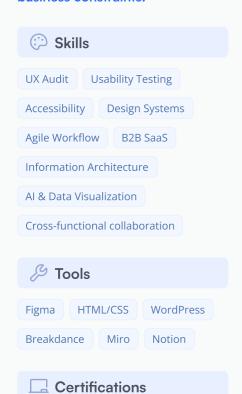
# Irene Caviglia

# PRODUCT DESIGNER (UX/UI)

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## 99 About me

With experience working with startups and design agencies, I take a pragmatic, end-to-end approach: from lean research to product strategy and UI craft. I've supported early-stage fundraising, established scalable design systems and workflows, and delivered B2B, SaaS, and ecommerce products that balance user needs with technical and business constraints.



# UX/UI Design Certificate

Corso UX.it | 2019

### **UX/UI Design Certificate**

Career foundry | 2017



#### Interior Design (MSc)

Politecnico di Milano | 2014

#### Interior Design (BSc)

Politecnico di Milano | 2011

# Work History

## **Senior Product Designer (UX/UI)**

MediaEngine | Remote · 2024-2025

E-commerce UX Mobile App Design UX Audit

- Designed web and mobile products end-to-end for multiple client projects (e-commerce and responsive sites).
- Worked as an in-house designer on the company's proprietary platform, refining UX/UI patterns, flows and accessibility.
- Conducted UX audits and usability tests to support continuous improvements.
- Mentored junior designers on UX practices, component usage, and Figma workflows.

## **Product Designer (UX/UI)**

Peregrine.ai | Berlin | 2020-2024

MVP Design Video Al Dashboard UX

- First and sole designer, defining UX direction, core flows, and the initial design system.
- Designed Al-driven MVPs (Dashcam app, Fleet Dashboard, CES demo) and translated complex video data into clear dashboards and prototypes.
- Collaborated closely with founders and ML engineers on product direction and rapid experiments.
- Produced UX flows and prototypes used in early investor pitches, supporting the company's first funding rounds.

## **Web Designer**

Freelance | Remote | 2017 - Ongoing

End-to-end Delivery Custom WordPress Development SEO & Launch

- Designed and built custom WordPress sites from scratch (no templates).
- Delivered full UX/UI → development → SEO → domain & hosting setup.
- Created accessible, responsive, brand-aligned websites.

# **Earlier Work Experiences**

- Customer Service Specialist Delivery Hero / SixT (2018—2019)
- Interior Architect Unit-Berlin/ Mess.o.s Events (2014—2016)
- Product Designer Fabien Dumas (2013)