

Irene Caviglia

Product Designer • UX/UI • Web Designer

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About me

I am a Product Designer with over 10 years' experience working with startups and agencies in international settings, including Berlin and Milan. I design web and mobile products from start to finish, from lean research and product strategy to interface design, balancing user needs, technical constraints and business goals.

My strength lies in my range: I don't just design products; I see them through to build and launch. I have supported early-stage funding rounds and shipped B2B, SaaS and e-commerce products, owning the brand and communications and covering the full pipeline myself, with a constant focus on usability and accessibility.

Experience

Co-founder & Product Designer

[Audio Bricks®](#) · Vicenza · 2025 - Oggi

- Created the full brand identity and visual system (website, social, content).
- Designed and built the website from scratch on WordPress with Breakdance.
- Led the product launch and crowdfunding campaign: copy, assets, and communication.
- Ran social channels and content independently (in English), coordinating with external collaborators.
- Audio Bricks® was previewed on [TNT-Audio](#) and featured on [Designboom](#) and [Coolsten](#).

Senior Product Designer (UX/UI)

[MediaEngine](#) · Remote · 2024-2025

- End-to-end design of web and mobile products across multiple projects and clients (e-commerce, platforms, responsive sites).
- In-house designer on the company's proprietary platform, refining UX/UI patterns, flows, and accessibility.
- Ran UX audits and usability tests to support continuous product improvement.
- Mentored junior designers on UX practices, component usage, and Figma workflows.

Product Designer (UX/UI)

[Peregrine.ai](#) · Berlino · 2019-2024

- First and only designer at the company: defined the UX direction, core flows, and visual foundations of the products, supporting early funding rounds.
- Designed MVPs for an AI-based product suite, translating complex video data into clear dashboards and prototypes.
- Worked closely with founders and ML engineers on product direction and rapid experiments.
- Produced UX flows and prototypes used in early-stage investor pitches.

Web designer & Design Consultant

Freelance · Remote · 2017 - Now

- Designed and built custom WordPress sites with page builders (Breakdance, Elementor) — no off-the-shelf templates.
- Owned the full cycle: UX/UI, build with no-code/low-code tools and plugins, SEO, domain and hosting setup.
- Delivered accessible, responsive sites consistent with each brand's identity.

Earlier Experience

- **Customer Service Specialist** — Delivery Hero / Sixt · 2018-2019
- **Interior Architect** — Unit Berlin / Mess.o.s Events · 2014-2016
- **Product Designer** — Too Many Designers · 2013

Skills

Design & UX: End-to-end UX/UI design, design systems, accessibility (WCAG), information architecture, lean research, usability testing, prototyping, responsive design.

Tools: Figma, AI-assisted design workflows, Tokens Studio, Blender, WordPress, Breakdance, HTML/CSS, WooCommerce.

Languages: Italian (native), English (fluent), German (basic).

Educations & Certifications

- **Master's Degree in Design** — Politecnico di Milano · 2014
- **Bachelor's Degree in Design** — Politecnico di Milano · 2011
- **UX/UI Design Certifications** — CorsoUX.it · 2019
- **UX/UI Design Certifications** — CareerFoundry · 2017