



GABRIELE VANNINI

Product Designer

gabrivann52@gmail.com

(+39) 3409112741

Linkedin: www.linkedin.com/in/gabriele-vannini

Personal site: <https://gabrielevannini.com>

PROFESSIONAL PROFILE

Business-driven Technical Product Designer. I leverage my IT background, a user-centered approach, and AI tools to address latent user needs, crafting frictionless user experiences that drive measurable business outcomes.

EDUCATION

- **Master in UX/UI Design** | start2impact University [2025-2026]
Relevant Courses: Discovery, User research, Accessibility, Wireframing & Prototyping, Design system, User testing, Developer handoff, UX copywriting, Graphic design, AI agents.
Final Capstone Project: in progress..
- **Bachelor's Degree Product Design** | Università Mercatorum [2022-2025]
Relevant Courses: Product design courses 1 & 2, Business management, Business organization, Social psychology, Sociology of communication.
Thesis: Slot machine design - analysis of design choices oriented towards user experience.
- **Business Planning & Strategy Course** | Unioncamere
Relevant Courses: Business Model Canvas & Value proposition, Market sizing & Sales forecasting, Financial planning, Startup fundraising.
- **Project Management Training (184h)** | Challenge Network
Relevant Courses: Project lifecycle & Planning, Business modeling & Validation, Project control, Scale-up strategy, Stakeholder negotiation.
Certifications: ISIPM Base Certified.
- **Digital Marketing Bootcamp (320h)** | dotAcademy
Relevant Courses: Web analytics & Data monitoring, Strategic planning, Lead generation & Conversion, Search Engine Optimization (SEO).
- **High School Diploma IT & Telecom** | ITIS Fermi-Giorgi [2015-2020]
Relevant Courses: Project management & Business organization, Information systems design, Computer science & Network architecture.
Final Capstone Project: Design of an online bookstore. Defined network architecture, database models, and Role-Based Access Control (RBAC).

SKILLS

UX/UI Design:

User research & Discovery, Wireframing & High-fidelity prototyping, Design system, User flows, Information Architecture, Accessibility (a11y), Usability testing, UX copywriting, Design Thinking, User interviews, Card sorting & Tree testing, Surveys, Customer journey mapping, A/B testing.

Project Management & Business:

Stakeholder negotiation, Buyer personas, Market research, SWOT analysis, Project lifecycle management, Strategic planning.

IT & Tech:

HTML5, CSS3, JavaScript, MySQL, Developer handoff.

Tools & Technologies:

Figma, Photoshop, Illustrator, Miro, Trello, Notion, Google Analytics.

LANGUAGE SKILLS

- **English:** Upper-Intermediate (B2)
- **Italian:** Native

SELECTED PROJECTS

- **Studion – AI-First EdTech Study Hub**

View Interactive Prototype: <https://studion-app.netlify.app>

View Figma Wireframes: [figma.com/Studio-wireframes](https://www.figma.com/Studio-wireframes)

- **Product Concept & Core Feature:** Designed an end-to-end iOS application tailored for European university students, featuring an adaptive AI Study Planner capable of converting PDFs into dynamic, personalized study schedules in under 60 seconds.
- **User Research & Discovery:** Conducted qualitative research utilizing "The Mom Test" framework to identify friction points, defining precise user personas to optimize retention and engagement.
- **UX/UI & Behavioral Design:** Engineered a frictionless hard paywall leveraging cognitive biases (Loss Aversion, Hick's Law) to reduce cognitive load and maximize conversion without sacrificing transparency.
- **Business Strategy & Monetization:** Developed an asymmetric dual-tier pricing model and calculated robust unit economics, projecting a 2.23x LTV/CAC ratio during the optimization phase and a €1.1M ARR target.
- **Validation & Roadmap:** Established a rigorous validation framework incorporating Usability Testing, sequential A/B Testing, and Fake Door tests for future AI features, supported by an outcome-based roadmap.

EXPERIENCE

IT Specialist | Industrie Celtex s.p.a. [2020-2022]

- **Technical support and Infrastructure optimization:** Resolved complex IT issues across multiple regional facilities and partnered with network engineers to overhaul server rack cabling, ensuring zero disruption.
- **User administration and Asset management:** Managed user provisioning via Active Directory and conducted comprehensive hardware/software audits to streamline resource allocation.
- **Cross-functional communication:** Delivered high-quality, empathetic IT support, receiving formal recognition for problem-solving and interpersonal skills.