



REMINDE SUME

Aldo Simoni

[Portfolio](#)

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[Rome, Italy](#)

Senior Product Designer with a background in communication and media. I hold a degree in Communication Sciences and expanded my visual design skills at Shillington School in Manchester.

I combine storytelling, visual design, and product thinking to create intuitive and effective digital products, with a strong focus on clarity, structure, and usability.

Key Skills

UX/UI Design · Interaction Design · User Flows · Wireframing · Prototyping · Design Systems · Storytelling
Strategic Branding · Copywriting · Project Management · Figma · Adobe Creative Suite · WordPress

Employment history

Aldo Simoni Design

October 2024 – Ongoing

Senior Product Designer

I support companies and startups in transforming business goals into user-centered digital products.

- Facilitate workshops and conduct user and stakeholder interviews to define needs, context, and objectives
- Design wireframes, interfaces, and interactive prototypes across the full product lifecycle
- Iterate and improve solutions based on data, user feedback, and testing outcomes

Rebrandly

December 2022 – September 2024

Senior UX Designer

I led the design of user-centered experiences, improving usability and business outcomes.

- Conducted user research to identify needs and pain points, reducing friction in key flows by 25%
- Designed user flows and prototypes, increasing task completion by 20% and adoption by 15%
- Used data and user feedback to iterate and improve the experience, increasing satisfaction by 18%

Flashbay

January 2021 – November 2022

Product Designer

I managed end-to-end design projects, translating business needs into effective design solutions.

- Managed client relationships, defining objectives, scope, timelines, and project budgets
- Led the full design lifecycle, from concept to delivery, improving efficiency and reducing revision cycles by 30%
- Presented and iterated design solutions with clients, translating requirements into effective experiences

Product Designer

Designed visual and digital assets aligned with brand guidelines, improving UX and interface clarity.

- Redesigned key brand elements, increasing consistency and recognition across channels
- Improved navigation and information architecture through visual design, increasing user satisfaction by 18%
- Managed multiple projects simultaneously, delivering high-quality outputs within tight deadlines

House of Charats

December 2020 – January 2021

Graphic Designer

I contributed to the development of visual concepts and digital assets, supporting brand communication.

- Contributed to end-to-end design projects, from research to production
- Developed creative concepts and digital assets for campaigns
- Ensured consistency and quality across visual outputs

Earlier Experience**Booking** Feb 2014 – Nov 2020**Sales Agent**

Managed 80+ daily client interactions, ensuring customer satisfaction and exceeding sales targets by up to 20%.

Mediaset Feb 2010 – Apr 2013**Editor**

Supported content production across research, writing and casting, contributing to audience engagement.

Consorzio Parsifal Jan 2009 – Jan 2010**Press Officer**

Managed content, social media and press relations, increasing website traffic and newsletter performance.

Latina Oggi Dec 2008 – May 2009**Journalist**

Researched and wrote news articles, building a strong network of sources and ensuring content accuracy.

Eco TV Dec 2007 – Jun 2008**Editor**

Supported content production and coordinated editorial activities across multiple contributors.

Education**Bachelor's Degree in Communication Studies**

October 2002 – October 2006

"La Sapienza" University of Rome

Graphic Design

September 2017 – July 2018

Shillington School of Manchester