

# Edoardo Birbini

## Product Designer

A passionate product designer with a keen eye for details and a strong drive to create meaningful user experiences. I thrive on the challenge of solving problems and transforming ideas into innovative user-centric product. [Open Portfolio](#)

## Skills

User Experience  
User Interface  
Prototyping  
User Research  
User Testing  
AI Prompt Engineering

## Tools

Figma  
Protopie  
Miro  
InVision  
Zeplin  
Hotjar  
Photoshop  
Illustrator

## Education

2011-2014

### Institute of Design and Multimedia

Palladio Verona Italy

## Contact

[birbiniedoardo@gmail.com](mailto:birbiniedoardo@gmail.com)

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Berlin / Barcelona

## Social

[linkedin.com/in/edoardobirbini](https://www.linkedin.com/in/edoardobirbini)

## Web Site

[birbiniedoardo.design](https://birbiniedoardo.design)

## Experience

### Senior Product Designer

Airy

2022-2024 - Berlin

- Led the end-to-end UI/UX process, from concept to implementation, ensured a seamless user experience across products.
- Collaborated closely with the product team to align on the overall user experience strategy and goals.
- Partnered with the engineering team to understand technical requirements and translate them into feasible design solutions.
- Delivered final UI solutions for new features and products, ensured they met both user needs and technical constraints.
- Oversaw the design of the entire product ecosystem, including websites, open-source software, and apps in order to maintain consistency and coherence across platforms.

### Mid Product Designer

Sporttotal AG

2020-2022 - Berlin

- Managed the upkeep of design systems for various platforms, included websites, web apps and mobile apps.
- Ensured the ongoing maintenance of user interfaces for websites and apps across iOS and Android platforms, maintained consistency in GUI.
- Developed wireframes and prototypes to facilitate the integration of new elements and features into existing products.
- Crafted user stories and user journeys to guide the development of new features and enhancements.
- Designed user flows to map out the navigation paths and interactions within features, ensured a seamless user experience.

### Product Designer

Wundertax

2018-2020 - Berlin

- Led UX / UI design on web site and mobile application.
- Conducted A/B split testing to test new features.
- Ensured the maintenance of assets and GUI elements for consistent visual presentation across platforms.
- Introduced usability testing as a key step in product development, emphasized a user-centric design approach.
- Developed wireframes and prototypes.
- Created user personas and cases to guide the design and development of new features, ensured they meet user requirements and expectations.

### Product Designer

Viacom ( Paramount )

2016-2018 - Berlin

- Oversaw the redesign process of the Mobile Application to improve user experience and functionality.
- Ensured the maintenance of assets and GUI elements, guaranteed Guided UI design efforts on the Mobile Application, ensured intuitive and visually appealing interfaces.
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- Managed the maintenance of the Apple and Google Play Store presence for the Mobile Application.