

Product Designer



UX/UI Designer with experience in Product Design across B2B and public sector environments. As the sole UX Designer at a data aggregation startup, I led the end-to-end design process, from user research and discovery to developer handoff, across web and iOS products. Experienced in collaborating with cross-functional Agile teams, facilitating client workshops, and presenting solutions to international stakeholders. Fluent in French, Italian, and English.

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Portfolio: silviamapelliportfolio.framer.website

SKILLS

- UX/UI Design: Product Design end-to-end, Information Architecture, Wireframing, User Journey, Design Systems, UX Research, User Tests, Design Workshops.
- Design tools: Figma, Framer, Webflow, Gitlab, Claude AI.
- Languages: French Fluent, English Fluent, Italian Native.

PROFESSIONAL EXPERIENCE

Product Designer (UX/UI) - B2B

Stealth Startup - Sport tech | Jan 2025 - Today

- Sole Product Designer, leading the end-to-end product design process across user research, discovery, information architecture, user flows, wireframing, prototyping and UI design for web and iOS products.
- Designed the product's information architecture from the ground up, transforming an early MVP into a scalable user experience that contributed to securing the company's first client.
- Co-created and evolved the Design System with the Head of Design, establishing scalable UI patterns and ensuring consistency across the product.
- Collaborated closely with the CTO, Product team and developers in an Agile environment to translate user and business requirements into intuitive digital solutions, delivering structured design handoffs for implementation.
- Presented design concepts, prototypes and product decisions to international stakeholders, facilitating alignment across cross-functional teams.

Product Designer (UX/UI) - B2B & B2C

Intellera Consulting (PwC Public Sector), Milan, Italy | Sep 2022 - Oct 2023

- Designed user flows, journey maps, wireframes and prototypes for digital public services, translating institutional and user needs into accessible, user-centred solutions for clients including Regione Lombardia.
- Facilitated co-design workshops and user discovery sessions, gathering requirements, validating design decisions and aligning cross-functional stakeholders with business and strategic objectives.

International Experience - Australia

Visual Merchandiser, Zara, Melbourne | Oct 2023 - Oct 2024

- Delivered visual merchandising and customer experience in a fast-paced, international retail environment, collaborating with multicultural teams and adapting quickly to changing priorities.

EDUCATION

Master degree in User Experience Design

Talent Garden Innovation School, Milan, Italy | 2022

UX Research & Mapping, Information Architecture, User Flow, Wireframing & Prototyping.

Bachelor's degree in Communication, Media & Advertising

IULM University, Milan, Italy | 2018 - 2021

Neuromarketing & Communication Psychology, Mass Media Language, Semiotics.