# Alberto Di Maria

Senior Product Designer

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Product designer with more than ten years in mobile and web, the last five at Sniip, an Australian bill-payment app. I've worked closely with businesses to meet their needs, testing flows with real people and handing the design over to developers through clear design, documentation and agile tasks.

## Experience

**Sniip** — Senior Product Designer — Aug 2021 - Present

Designing the iOS and Android app and the agent portal, working closely with product and engineering. In the last five years, registered accounts grew almost 5 times and the value of bills paid over 7 times.

- Took features from business requirements through to developer handover. Interviewed real users, providing prototypes for testing.
- Designed final UI from the design system, building new components when needed. Wrote documentation and Jira tickets for the developers.
- Redesigned most of the product over five years, including bill review, the account area, loyalty and the agent portal. Selected case studies are in my portfolio at albertodimaria.com.au.

**Freelance** — Senior UI/UX Designer — Feb 2021 - Aug 2021

UX and UI for various clients, working mostly with Balsamiq, Figma and Jira.

**AppsPeople** — UI/UX Designer — Sep 2020 - Jan 2021

Mobile apps and responsive websites for clients including Lean Cuisine.

**CodeFish Studio** — UI/UX Designer — Jun 2019 - Jan 2020

Mobile apps and dashboards for clients including Lebara, Vodafone Australia, Lightforce and Kayla Itsines.

**Develon** — UI/UX Designer — Mar 2016 - May 2019

Design systems, mobile apps and responsive websites for clients including Burger King, Crédit Agricole and RE/MAX Italy; scoping and quoting new projects.

**Fullycommerce** — UI/UX Designer — Sep 2015 - Feb 2016

E-commerce web design for clients including Auchan and Dainese.

## Side projects

Designed and built solo with Claude Code, from first sketch to a deployed product.

- **Wayfare** — It's a platform to search flights in multiple websites at the same time.
- **Net worth** — A dashboard built with the intent to give a clear overview of my finances.
- **Expenses** — A PWA built to record expenses and give an overall look at the financial situation and the spending trends.

## Education

**Accademia di Belle Arti SantaGiulia** — Bachelor in Graphic Design — 2011 - 2014

Brand identity, visual communication and digital design.

## Skills

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| **Research** | Usability testing, collaborative design sessions, requirements |
| **Design** | Interaction design, information architecture, UI, design systems |
| **Prototyping** | Figma prototypes, motion design |
| **Tools** | Figma, Balsamiq, Miro, Mural, Jira, Confluence, Adobe CC, After Effects |
| **Code & AI** | Claude Code, HTML/CSS, Next.js, Astro, Vercel |