

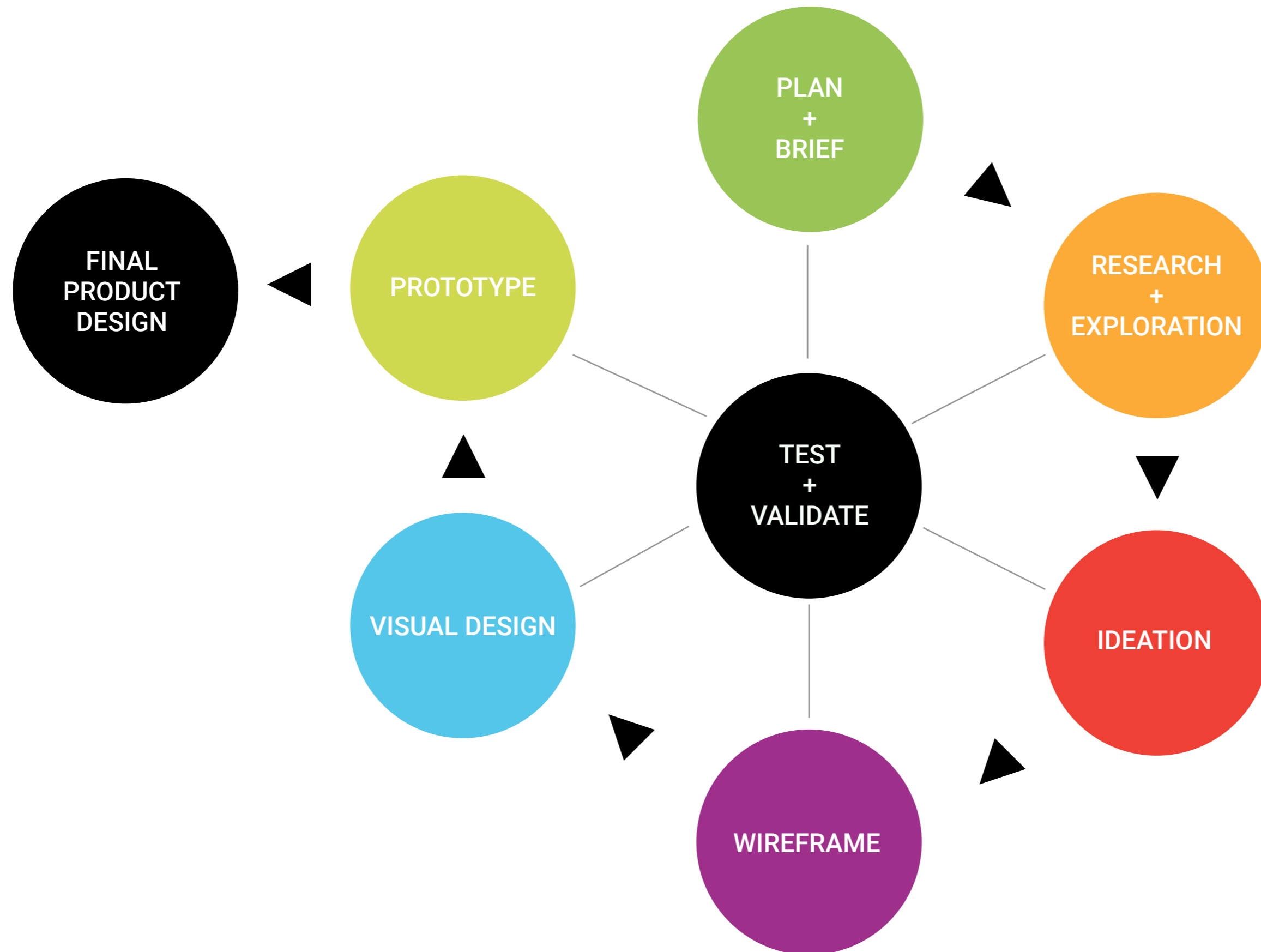
PRODUCT DESIGN STRATEGY

“Building systems focusing on the elements of the solutions that truly bring value for the user.”

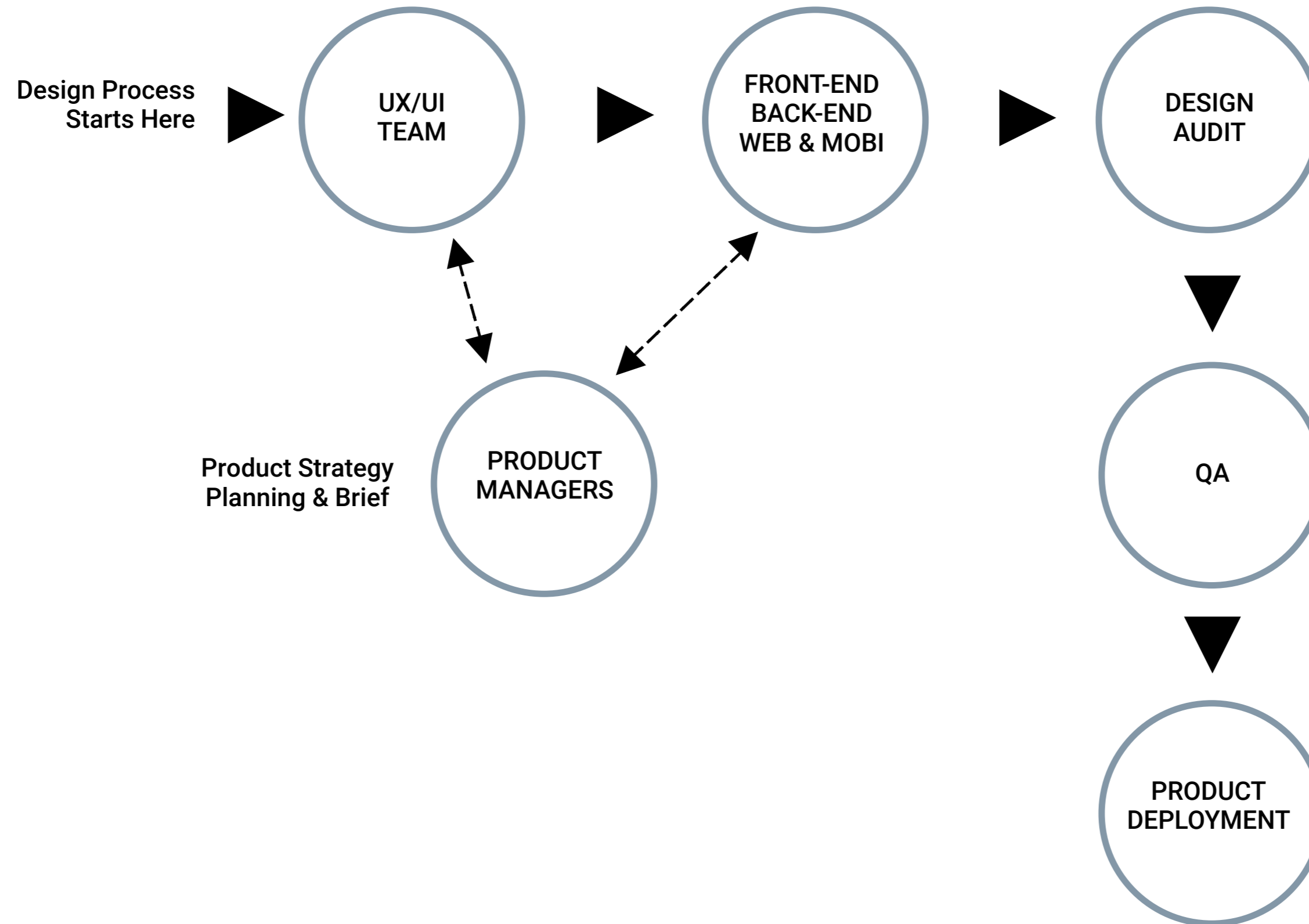
PRODUCT DESIGN STRATEGY

- Collaborate closely with the UX specialists to deliver innovative design solutions for the company products based on user Insights and Data.
- Communicate with executive and senior management and technical teams, to define product requirements and target segments
- Create innovative and appealing designs, focusing on UI design best practice and guidelines, on a rapid and iterative basis, translate concepts, ideas and complex interactions into user flows, mockups, wireframes, interactive prototypes, customer journey maps and visual designs including the production of final assets for specific features and projects
- Preserving the design into implementation with attention to details
- Define UI guidelines for the company products in order to achieve consistency on web & mobile platforms

DESIGN PROCESS



PRODUCT DESIGN INTEGRATION CYCLE



COMMUNICATION & DESIGN TOOLS

- **JIRA**
Project management tools, with tasks and info related to the project.
- **SKETCH**
Wireframe / Prototyping & UI Design
- **INVISION**
Managing wireframe & visual prototypes for the product and as reference for implementation with the web & mobi dev teams. Commenting enable to offer realtime feedback & sign-off between the PM, UX/UI, Dev Team and other stakeholders.

Used as cloud and central sharing point for all UI Design working assets.
- **SLACK**
Organize team conversations in a channel for each project linked to the inversion prototype as reference so everyone has a transparent view of the product design.

**“design is not just what it looks like and feels like.
design is how it works”**

Steve Jobs

THANK YOU