

Introduction

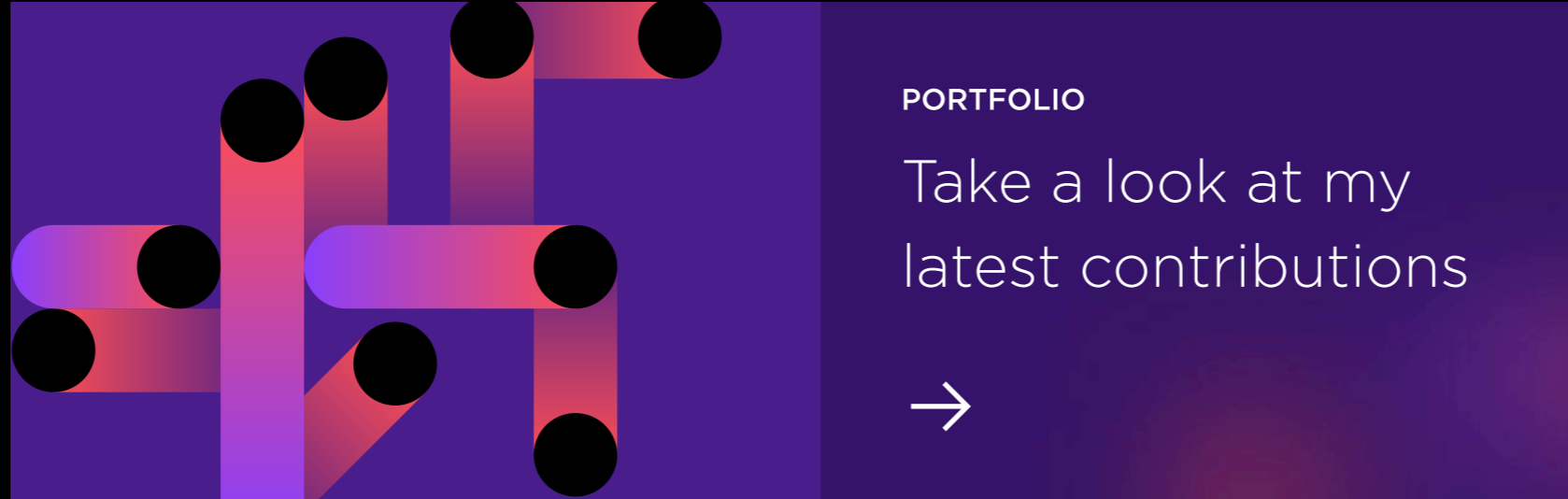
Carmelo Bisignano

I'm Carmelo Bisignano, a Creative Technologist and Designer with over 9 years of international experience crafting immersive, award-winning branded experiences that drive growth, reputation, and retention. My passion lies in blending strategy, design, and execution to deliver innovative solutions that leave a lasting impact. I help clients transform their businesses by creating scalable, tech-powered experiences. My mission is simple: to design frictionless digital journeys that inspire, engage, and grow revenue. Let's connect and create something extraordinary together.

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My four broad offerings

I specialise in envisioning and launching products and experiences that merge customers insight with cutting-edge technology.

From ERP and Web3 to UX Design, Service Design, and e-Commerce. I navigate complex landscapes with a focus on system design thinking and bold, value-driven visions.

01.

Experience Design

02.

User Research

03.

Product design

04.

Design Strategy

Digital Channel optimisation and Insights.
Roadmap and Prioritisation.
Frameworking.
Persona and Customer journey design.
Design systems.
UX testing.

Capabilities

Tools and skillset

Design

Design system ops
Enterprise design thinking
Customer-centric approach
Interactive prototypes
Diagnostic and assessment

Fron-end

UI builder platforms
UX engineering
HTML
CSS
Bootstrap

Tools

Figma
Sketch
Adobe Xd - Ps - Ai
Atlassian suite

Team

Design operation
Mentoring

Communication

Languages

Italian

1st - Native

English

2nd - Full professional proficiency

Job history

Founder and Experience lead

Freelance / Offin, Inc

Worldwide / Jul 17 → Present

Business analysis, Design operations, Process/workflow mapping, information architecture, concept generation, interface design, interaction design, Prototyping, Design Systems, Wireframing, requirements analysis, UX analysis, Frontend quality assurance. Main industries: Manufacturing, Energy, Software, Banking, and E-commerce.

Interaction designer associate manager

Accenture spa

Rome IT / May 22 → Oct 22

Systems design, interaction design, SaaS design, design thinking activities, UX audit, team building and mentoring, client facing and pitching, consulting. Main industries: Finance, Banking, Insurance, and Consulting.

User interface designer

Intesa San Paolo spa

Milan IT / Feb 20 → Apr 20

Improving GUI and designing financial system workflows. Main activities: UX/UI audit, UX maps, wireframing, high-fidelity clickable prototype, consultation.

Junior UI designer

LaChioccia.org

Messina IT / Nov 16 → Oct 17

Designed various website templates desktop and mobile for financial consulting and healthcare. Main activities: Websites layouts, UI Design, and high-fidelity prototypes.

Senior user experience designer

Pronto Software Ltd

Rome IT - Melbourne AU / Sep 21 → Dec 24

Raise the quality of all the work that has been produced at Pronto. Definition of system design scalability and flexibility to make sure quality stays high. Supporting a clarification of business vision, mission and goals including SaaS company and business strategy Main activities: Design system ops, Competitor research, Workflow and Processes, Service blueprint, Personas and User stories, Functional analysis, Rapid low- and high-fidelity prototyping.

Senior digital product designer

MINT spa

Milan IT / May 20 → May 22

Designing new global Design System for owned Marketing Operating System. Improving user journeys across the platform. Working close PMs, BAs and developers in scrum. Main activities: UX/UI audit, UX maps, wireframing, UI design, Interactive prototypes, and UX engineering.

UI/UX Designer

Woven

Melbourne AU / Jan 18 → Jan 20

Redesigned proprietary ERP, CRM, CMS and developed multiple B2B UI kits for diverse business scopes. Designed an e-commerce desktop and mobile website for a large house furnishings network marketing firm. Main activities: UX/UI audit, wireframing, UI Design, high-fidelity prototypes, and consultation.

Visual Designer Intern

Hopeful Wind Energy Technology

Parma IT - Guangdong, CH / Jan 15 → Jul 16

Designed official brand assets for B2B. Assisted in designing a brand platform for Italian market.

Schools of design

Master of arts - MA, Design

UCA - University for the creative arts

London UK / 2021 → 2023

MA focuses on educational strategies to improve design understanding in relationships with businesses.

Master, Graphic Design

IED - Istituto Europeo Design

Milan IT / 2014 → 2015

One year IED accredited Master in Graphic Design focusing on visual identity and marketing communication.