



Giovanni Toscani

UX/UI Designer

📍 London, UK

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01 PROFILE

Highly experienced and results-driven senior UX designer with over 8 years of experience in creating intuitive and user-centered designs for web and mobile applications. Proven track record of leading cross-functional teams and delivering successful projects on time and within budget. Strong skills in user research, including conducting interviews and usability testing. Wireframing, prototyping, and rapid testing. Proficient in tools such as Figma, Sketch, InVision, Axure, and Miro for remote workshops. Strong ability to communicate design decisions and collaborate with stakeholders, product managers, and developers.

02 EXPERIENCE 1/2

Biglight for VF (Vans, Timberland, TNF) London, UK

Senior UX Designer and UX Researcher

Jul 2022 - Oct 2022

As a senior UX designer, I was responsible for conducting user research and development for the improvement of Coremedia CMS, a content management system used by the main brands of VF Corporation. To achieve this, I

- Conducted user research by conducting user interviews 1to1 to gather feedback and insights on the current user experience and pain points.
- Utilized journey mapping to understand the user's end-to-end experience with the CMS, including their goals, tasks, and pain points.
- Synthesized research findings to create user personas and design requirements.

UI Centric for Nevion, London, UK

UX Lead

Oct 2021 - Apr 2022

- Developed new design screens for various pages and features within the web applications.
- I used Axure's built-in prototyping tools to create interactive wireframes, allowing me to simulate the user flow, and validate the usability of the design with stakeholders and the development team.
- Reviewed the current design system and identified areas for improvement and updates.
- Utilized Sketch and Abstract for version control and collaboration with the design team.

Design Studio for Careem, London, UK

UX Lead

Feb 2021 - Aug 2021

As a Senior UX designer, I was responsible for developing design concepts that align with Careem's brand purpose and ultimately deliver on the value proposition of the SuperApp. To achieve this, I:

- Created 3 design concepts that were derived from Careem's brand purpose, each concept aimed to address a specific aspect of the user experience and deliver on the value proposition of the SuperApp.
- Designed a solution for helping users discover and increase cross vertical activities, and natural ways of handling Loyalty and Pay features.

02 EXPERIENCE 2/2

- Utilized Mural and Zoom to conduct 6 design sprints with cross-functional teams, which included product managers, developers, and stakeholders. During the sprints, we outlined future developments and UX directions.

AND Digital for Laundrapp, London, UK

Senior UX Designer

Mar 2020- July 2020

- As a senior UX designer, I was part of a team of 3 designers who were responsible for improving the functionalities of the order and checkout flows for a mobile native app. The goal was to rebrand the app in less than 4 months.

AND Digital for Azzurri Group, London, UK

Senior UX Designer

Oct 2019 - May 2020

As a senior UX designer and lead of the project, I was responsible for leading the design efforts for a new mobile web app for Azzurri Group (which operates Zizzi's and Ask Italian UK Restaurants). The goal was to develop a new mobile web app that would allow customers to order and pay at the table. To achieve this, I:

- Conducted design sprints and design workshops with the team to generate and explore new ideas for the mobile web app.
- Created user flows in Figma, low and high-fidelity wireframes and prototypes to explore different design solutions and iterated on feedback from user testing and team members.
- Conducted guerrilla user testing to validate the new design and ensure that it met the needs of the users.
- Worked closely with the development team to ensure that the final design was technically feasible and met the project's goals and constraints.

AND Digital for Lloyds, London & Edinburgh, UK

Lead UX Designer

Nov 2018 - Dec 2019

As a Lead UX designer, I was responsible for leading the design efforts for a new user flow for a Lloyds App service that integrates a Scottish Widow pension within the Lloyds platforms, for both mobile and desktop. To achieve this, I:

- Created empathy maps to understand the user's needs and pain points related to managing their pension within the Lloyds platforms.
- Led design sprints with the team to generate and explore new ideas for the new user flow.
- Created wireframes and prototypes in Sketch and Abstract to explore different design solutions, and iterated on feedback from user testing and team members.

03 EDUCATION

Politecnico di Milano, Italy

Master degree in Industrial Design, 2007 - 2013

Academie St.Joste Breda, Netherlands

Art and Product Design exchange program, 2008 - 2009

Universidade Federal Do Rio do Janeiro

Product Design Socrates exchange program, 2010 - 2011

04 SKILLS

Figma

Sketch

Photoshop

Illustrator

Axure

Mural

InVision

Abstract

Zeplin

HTML

CSS

Basic JS

Design sprints

Design workshops

Remote workshops

User testing

Design systems

IoS

Android

05 LANGUAGES

English | Italian | Portuguese

06 LINKS

toscaniuxdesign.co.uk | [LinkedIn](#)