

Marco Simioni - Founding Designer / UX Engineer

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Product Designer and builder with 7+ years of experience designing complex digital products, a background in industrial design and 3D modelling (Rhino, Blender, Cinema4D), and a code-first workflow using AI-assisted tools (Claude Code, Cursor) to go from concept to shipped product without handoff. I design and build design systems, prototype directly in React, and own the full cycle from visual identity to production UI. Experience designing spatial data interfaces, configuration-heavy B2B tools, and founding-level 0-to-1 products in regulated and technically complex domains. Before digital design: carpentry, electrical engineering, and office interior planning. I know how construction professionals think about space.

WORK EXPERIENCES

Product Designer & Builder (Consultant) | January 2024 - Present | Berlin/Remote

Design digital products for 8+ clients in E-commerce, InsurTech, PropTech, AI tools, SolarTech

- Designed, built, and shipped [Berlin School Discovery](#), a school-search platform for Berlin families navigating the Grade 6 secondary school transition. Owned the full stack: UX research (survey, JTBD), IA, wireframes, HI-FI design in Figma, data pipeline (295 schools from Berlin WFS + 3 enrichment tiers via custom Python scrapers), and Next.js 14 frontend (Tailwind, Leaflet, TypeScript, Cloudflare Pages). Built with Claude Code and Cursor.
- Leading UX design and building [Verkview](#), an agentic-AI platform where users configure agent workflows, define behavior logic, and orchestrate multi-step AI tasks, designing the interaction model for how users prompt, delegate, refine, and stay in control of AI agents, including quality gates, handoff criteria, and test sets for each agent stage, functioning as both the design spec and the evaluation framework
- Authored [AI AGENT ORCHESTRATION](#), a structured agent specification document defining shared context, behavior rules, safety guardrails, and quality gates, injected as system prompt into every agent at session start
- [UX Audit and redesign for Klarstein](#): systematic review of mobile PDP including checkout flow, pricing transparency, trust signal placement, and variant selector redesign. **Results**: 20% click-through rate and 15% add-to-cart improvement
- Designed Verkview's shared component system (design.verkview.eu): reusable patterns for settings, permissions, onboarding, and payment flows consumed across multiple product areas
- Built custom web-based tools for clients using AI-assisted development (Claude Code, Cursor), going from concept to shipped product in days and owning the full cycle from design to production code
- Redesigned a 3D solar installation viewer: translated a technically complex 3D spatial and sensor data tool into a consumer-facing experience with progressive information reveal, confidence-building UI patterns, and viewport controls that work for non-specialist users at a high-stakes decision point.
- [Designed AI agent chat interfaces](#) for travel-tech startup, defining interaction models for human-AI dialogue and improving conversation flow through iterative testing

Founding Product Designer @ LYlife Digital Health | September 2024 - October 2025

([link](#) - psw: restricted2025)

- Built the complete product from concept to test-ready MVP using AI-assisted development (Cursor, Claude Code): visual language, component system, interaction design, and responsive web implementation
- Designed AI-powered therapy recommendation system, making probabilistic clinical outputs feel trustworthy through transparent data presentation, progressive disclosure, and clear confidence signals
- Designed patient-to-provider data sharing features (measurements, photos, symptom journals). Result: Doctors identified complications early, preventing acute phase escalation
- Conducted user research with 20+ patients and 10+ lymphedema specialists to validate clinical workflows and identify care gaps. **Result**: 15% improvement in therapy adherence in pilot testing
- Led product strategy for 6-month to 3-year roadmap, positioning platform for DiGA/DiPA certification pathway
- Secured partnerships with 2 specialized lymphedema clinics and sponsorship from Villasana GmbH medical products

Product Designer | McMakler GmbH | April 2022 - May 2024 | Berlin

Led Product Design for Germany's top PropTech platform. Worked with Product Managers, Engineers, and stakeholders. Served 100K+ weekly users on B2C and B2B platforms.

- Designed shared design system components documented in Storybook, establishing patterns reused across B2C portal and B2B broker platform. Reduced design-to-engineering handoff friction
- Designed customer qualification process. **Result**: 15% more qualified leads and 20% better appointment booking
- Designed search's feature. **Result**: 4x more applications vs other channels, added 2% to company revenue
- Led User Research with 100+ users through interviews and testing

- Built automated text creation. **Result:** 60% better efficiency and less manual work
- Designed new task management workflow. **Result:** 75% less wrap-up time and higher productivity
- Designed Customer Journey Maps and ran idea workshops. **Result:** 25% better broker satisfaction

UX / UI Designer | Conrad Electronic SE | December 2021 - March 2022 | Berlin/Amberg

- Designed Conrad's first digital Seller Portal for Germany's largest electronics retailer
- Built UI Elements and Design Patterns. **Result:** 40% less onboarding time

UX / UI Designer | Conrad Electronic SE (Conrad Connect) | January 2021 - December 2021 | Berlin

Designed expert-facing workflows for an IoT orchestration platform where users configured automation rules, device triggers, and multi-step logic across connected devices from multiple brands.

- Designed time-series dashboards and threshold alert interfaces translating continuous sensor data into actionable signals for operators making real-time decisions
- Used customer feedback and Usability Testing to improve design. **Result:** 20% better user retention
- Built UI Elements and Design Patterns for IoT device platform

Graphic Designer | Conrad Electronic SE (Conrad Connect) | May 2019 - January 2021 | Berlin

Helped the marketing team with visual design for e-commerce platforms and growth campaigns.

- Designed layouts for print and web media. **Result:** 35% more content engagement
- Made visual assets for marketing campaigns. **Result:** 15% better conversion rates
- Built UI Mockups and Prototypes for website improvements

Mediengestalter | Lejaa Marketingagentur | March 2018 - March 2019 | Berlin

- Designed branding, identity, iconography, and illustration for 15+ clients
- Built landing pages, websites, and e-commerce sites. Managed print production (Druckdaten)

SKILLS AND EXPERTISE

UX Design & Research

User Research, Usability Testing, Information Architecture, Wireframes, Prototypes, A/B Testing, Competitive Analysis, Data-Driven Design, Dovetail, Workshop Facilitation

3D, Spatial & Visual Craft

Rhino, Blender, Cinema4D, Spline, 3D Visualization, Spatial Data Interfaces, Viewport Design, Iconography, Illustration, Visual Identity, Typography, Layout Design

Design Tools

Figma, Adobe Creative Suite, Adobe XD, Dovetail, Miro, Adobe Creative Suite, Affinity

AI Interaction Design

Agentic UX Patterns (delegation, interruption, refinement), AI Agent Configuration Interfaces, Conversational AI Design, Workflow Orchestration Design, Prompt & System Design

Design Systems & Code-First Workflow

shadcn/ui-style component systems, Design Tokens, Tailwind CSS, React component design, Figma (advanced: auto-layout, tokens, variants), Storybook, AI-assisted prototyping and production (Claude Code, Cursor), HTML/CSS/JavaScript, Next.js, TypeScript, Webflow, Framer

Collaboration

Cross-functional Teams, Agile Methods, Design Sprint, Workshop Facilitation, Stakeholder Management, Product Strategy, Iterative Design

Languages

Italian (Native), English (Professional - C2), German (Intermediate - B2)

Accessibility & Inclusive Design

AccessibleEU Certification (2025), WCAG 2.1 compliance implementation, Color contrast analysis and remediation, Accessible design systems development

EDUCATION

UX Engineering: *Beam Institute of Technology | 2025 | Berlin*

UX-UI Specialization: *California Institute of the Arts via Coursera | 2020-2021*

Master in Creative Design: *Scuola Italiana Design | 2009-2010 | Padova, Italy*