

Elena Conti

Senior Product Designer and Digital Manager | Digital Products, Native Mobile Apps, Design Systems | 15+ years

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Profile

Senior Product Designer with 15+ years owning product areas from first idea to shipped result, in close daily work with engineers and product managers. At Pricer AB, redesigned Plaza Mobile, the native iOS and Android app store operators use to link products to connected electronic shelf labels: link time fell 75% on the pilot group, and 100% of clients who installed it retired the legacy apps.

Measures the work with Google's HEART framework and product OKRs, and turns research, feedback and data into clear decisions. Uses AI tools every day: Claude connected to Figma builds wireframes and rapid prototypes from Design System components. Background in consumer e-commerce (Coop's EasyCoop) and regulated products (Gruppo Carige home banking, WCAG AA accessibility).

As Digital Manager at Errebian, owned Click Ufficio, the B2C e-commerce, with budget, revenue targets, margins and a team of 7, reporting to the CEO and President and sitting weekly in the management committee.

Skills

Product design: End-to-end Product Design, UX and UI Design, Visual Hierarchy, Interaction Design, Micro-interactions, User Flows, Microcopy, Native Mobile Apps (iOS, Android), Connected Devices, Accessibility (WCAG AA)

Prototyping and AI: High-fidelity Prototypes (Figma, Axure), Rapid Prototyping with AI (Claude connected to Figma), Custom AI Agents (Gemini Pro, RACE framework), Claude Projects, Synthesia, HTML, CSS

Design systems: Figma components, variables and tokens, Auto-layout, Usage Documentation, Storybook, AI-ready Design System

Research and outcomes: User Interviews, Field Observation, Surveys, Usability Testing, Amplitude, GA4, Hotjar, HEART Framework, Product OKRs, Service Blueprint

Digital management: Budgeting, Revenue Targets, Margin Monitoring, Vendor Management, Stakeholder Management, Power BI, Advanced Excel, Magento, nopCommerce, WordPress, SharePoint Online

Collaboration: Daily work with engineers and product managers, User Stories, Roadmap, Workshop Facilitation, Jira, Miro

Professional Experience

Teaching Assistant, UX Design course, Politecnico di Milano, Milan, Italy | 10/2026 - present

- Support the instructor of the UX Design course: lectures, workshops and assessment of student assignments.

Senior Product Designer, Pricer AB, Milan, Italy (hybrid) | 09/2023 - 09/2026

Swedish retail tech company: connected in-store hardware (electronic shelf labels) and the Plaza SaaS platform, with web apps and native mobile apps.

- Redesigned Plaza Mobile (iOS and Android) and kept iterating on it from 2024 to 2026, from Amplitude analytics, field observation and operator interviews. Proposed the new link operation after reviewing the Product Owner's flows: 5 steps became 2 scans, link time fell 75% on the pilot group (measured from app timestamps) and 100% of clients who installed the app retired the legacy apps.
- Redesigned client onboarding with the Product Owner, building the experience map and service blueprint from client interviews and support observation: after about 2 weeks of assisted onboarding, new clients created their accounts and stores on their own in under 1 hour (internal estimate), and the onboarding ticket queue disappeared.
- Built the company-wide Design System in Figma (components, variables, design tokens, usage documentation, WCAG AA requirements) and linked it to Storybook with a developer: component-related tickets fell 52%. Claude connected to Figma used the same components for wireframes and rapid prototypes.

- Brought AI tools into daily design work: custom agents for user flows and microcopy flagged a problem in transmitter lists; after validation with the Product Owner and operators, the clustered flow for bulk installations needed 2 fewer clicks.
- Set the measures for design work with Google's HEART framework, Hotjar and Amplitude; wrote user stories, roadmap and product OKRs with the Product Owner.
- Defined the product vision for Plaza Designer, the software that spreads one image across joined e-paper labels for Pricer Avenue (GOOD DESIGN Award 2026, team contribution).

Digital Manager, Errebian SpA, Pomezia (Rome), Italy | 11/2021 - 08/2023

Distributor of office, hygiene and workplace safety supplies. Company-wide digital role, reporting to the CEO and President.

- Owned Click Ufficio, the B2C e-commerce for small offices and consumers, including budgets, revenue targets and margins: redesigned the site and its information architecture, and revenue grew from about EUR 5M to EUR 8M.
- Led the return to the Click Ufficio brand using a survey of about 150 customers and Google Analytics: 56% of visitors reached the site by typing the old name. Sales returned to previous levels in about 2 months, then grew month on month.
- Managed a team of 7, including four developers, and ran testing and go-live of the Magento to nopCommerce migration.
- Sat every week in the management committee with the directors, reporting to the CEO and President; set category targets and budgets, and monitored margins against benchmarks such as Office Depot and Amazon.
- Built Power BI reporting with a technician, replacing a large manual Excel, and introduced customer clusters with "suggested for you" products that favour higher margins.
- Negotiated with Procter & Gamble to add consumer products to the range: hygiene and cleaning grew 20% year on year, for both years.
- Proposed and designed the sales agents' area in SharePoint Online: direct calls from the sales network to the company fell about 30% (estimate).
- Proposed the name Blue Book and the guide format for the workplace safety catalogue, and followed its layout; Blue Book products accounted for 60% of Errebian's growth in those years.

User Experience Designer, Alkemy SpA, Milan, Italy | 09/2015 - 10/2021

Digital agency serving enterprise clients in grocery e-commerce, digital rights and telco.

- UX owner of EasyCoop, Coop's consumer grocery e-commerce, for over 4 years: product pages, checkout with progressive disclosure, onboarding microcopy and 800+ interactive prototype boards in Axure and Adobe XD. After launch the site met the client's conversion KPIs.
- Found a segment the brief had missed (cooperatives and canteens with large recurring orders) from customer service interviews and e-commerce data, and designed automatic reorder: within 2 months it became the highest-spending cluster.
- UX lead on 6 SIAE portals that moved paper-based services online: counter requests fell 40% in 18 months for private parties and deposits.

Web User Interface Designer, Alkemy SpA, Milan, Italy | 07/2013 - 08/2015

- Designed and built responsive front-end interfaces in HTML and CSS for the Vodafone.it website and its restricted areas.

User Interface Designer, Objectway SpA, Milan, Italy | 10/2012 - 06/2013

- Designed Gruppo Carige's first home banking platform in an Agile team, turning business and compliance requirements into wireframes and interactive prototypes.

Education

Executive Master in User Experience and Information Architecture (UX & IA) | IULM University, Milan

Bachelor's Degree in Industrial Design | University of Palermo

Awards

GOOD DESIGN Award 2026, Pricer Avenue (team contribution)

Languages

Italian: native | English: professional working proficiency (B2/C1)