

VITTORIO ALESSANDRO TOZZI

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Product Designer / UI/UX Designer / UX Engineer / Fullstack Developer

EU citizen | No visa sponsorship required | Open to relocate across Europe

PROFESSIONAL SUMMARY

UI/UX Designer with a strong technical foundation in front-end and full-stack development, allowing seamless collaboration with developers without losing design quality. Experienced across the full Google UX Design process, from user research, empathy mapping, and problem framing through to wireframing, prototyping, and usability testing. Delivered end-to-end product design across multiple real client projects in different industries. Google UX Design certified. Based in Italy, with previous work experience in the Netherlands and actively planning to relocate there.

WORK EXPERIENCE

Co-Founder / Product Manager / UX-UI Designer / Web Developer

Skado | 2025 – 2026 | Remote

- Conducted quantitative and qualitative research including market analysis, competitor analysis, and user questionnaires; synthesised findings into key UX opportunities and insights to ground all subsequent decisions in real data (Empathize).
- Developed empathy maps, user personas, and user journey maps to capture goals, frustrations, and touchpoints across the full experience (Empathize).
- Translated research into a structured problem framing: key pain points, user needs, problem statements, product goals, and a clear mapping between user needs and business goals (Define).
- Reframed each pain point as a "How Might We" question to drive ideation around real user problems rather than assumed solutions; produced feature

prioritisation, user flows, and full information architecture (Ideate).

- Created low, mid, and high-fidelity wireframes, interactive Figma prototypes, and a consistent design system covering both web and app (Prototype).
- Planned and ran usability testing sessions, collected and analysed feedback, and iterated on the product based on test outcomes (Test).
- Defined and owned the full product roadmap, wrote product briefs, and delivered business cases and financial evaluations to support key product decisions (Product Management).
- Developed the company website and managed the social media content strategy to support go-to-market execution.

Product Designer | Petnoah | 2025 – 2026 | Remote

- Led product design for a client-commissioned social platform for pet owners, featuring community profiles, an interactive map, and local safety alerts.
- Conducted quantitative and qualitative research including market analysis, competitor analysis, and user questionnaires; synthesised findings into key UX opportunities and insights to ground all subsequent decisions in real data (Empathize).
- Developed empathy maps, user personas, and user journey maps to capture goals, frustrations, and touchpoints across the full experience (Empathize).
- Translated research into a structured problem framing: key pain points, user needs, problem statements, product goals, and a clear mapping between user needs and business goals (Define).
- Reframed each pain point as a "How Might We" question to drive ideation around real user problems rather than assumed solutions; produced feature prioritisation, user flows, and full information architecture (Ideate).
- Created low, mid, and high-fidelity wireframes, interactive Figma prototypes, and a consistent design system covering both web and app (Prototype).

- Coordinated with the development team to ensure product logic and specs were correctly implemented.

UI-UX Designer | CodExpress | 2025 | Remote

- Created low, mid, and high-fidelity wireframes, interactive Figma prototypes, and a consistent design system for the app (Prototype).
- Coordinated with the development team to ensure product logic and specs were correctly implemented.

UI-UX Designer | Elmax | 2024 | Remote

- Conducted quantitative research: competitor analysis; synthesised findings into key UX opportunities and insights to ground all subsequent decisions in real data (Empathize).
- Translated research into a structured problem framing: key pain points, user needs, problem statements, product goals. (Define).
- Reframed each pain point as a "How Might We" question to drive ideation around real user problems rather than assumed solutions; produced feature prioritisation, user flows, and full information architecture (Ideate).
- Created low, mid, and high-fidelity wireframes, interactive Figma prototypes, and a consistent design system covering both web and app (Prototype).

Product Designer | Motohelp | 2024 | Remote

- Led product design for a client-commissioned internal app for a company that manages motorcycle pickup and delivery across Italy. The goal was to replace paper-based workflows with a simple, reliable tool that drivers could actually use on the road.

- Conducted qualitative research: user questionnaires; synthesised findings into key UX opportunities and insights to ground all subsequent decisions in real data (Empathize).
- Developed empathy maps, user personas, and user journey maps to capture goals, frustrations, and touchpoints across the full experience (Empathize).
- Translated research into a structured problem framing: key pain points, user needs, problem statements, product goals, and a clear mapping between user needs and business goals (Define).
- Reframed each pain point as a "How Might We" question to drive ideation around real user problems rather than assumed solutions; produced feature prioritisation, user flows, and full information architecture (Ideate).
- Created low, mid, and high-fidelity wireframes, interactive Figma prototypes, and a consistent design system covering both web and app (Prototype).
- Coordinated with the development team to ensure product logic and specs were correctly implemented.

UI-UX Designer | STS Leonardo | 2024 | Remote

- The product was already functional, but its UI and UX were not clear enough. My work focused on restructuring the interface and improving the overall UX clarity.
- Created low, mid, and high-fidelity wireframes, interactive Figma prototypes, and a consistent design system covering both web and app (Prototype).

Front-End Developer | Objective Platform | 2023 – 2024 Amsterdam

- Developed reusable front-end components for internal and client-facing dashboard interfaces using Angular 15, TypeScript, HTML, CSS and Bootstrap.
- Worked on dashboard features, improving UI structure, responsiveness, data presentation and interaction flows.

- Integrated front-end components with back-end APIs, handling data fetching, error states and user-facing feedback.
- Wrote and maintained end-to-end tests with Cypress to validate key user flows and reduce regressions.
- Contributed to bug fixing, UI refinements and technical maintenance across active product releases.
- Participated in agile sprint cycles, collaborating with developers, designers and product owners to translate requirements into working front-end features.
- **Tech stack:** HTML, CSS, Bootstrap, Angular 15, TypeScript, Cypress, Spring Boot, Java, MongoDB, Docker, JUnit, Git, Jira, Figma.

Front-End Developer | Peakz (startup) | 2022 | Amsterdam

- Supported a startup team with front-end implementation, maintenance and UI refinements.
- Contributed to responsive interface updates, bug fixing and small feature improvements based on product priorities.
- **Tech stack:** React, TypeScript, HTML, CSS, Bootstrap

Front-End Developer | Veiligwerk | Apr 2021 – Nov 2021 | Haarlem, NL

- Supported front-end development and maintenance of web interfaces using HTML, CSS, JavaScript and jQuery.
- Contributed to UI updates, bug fixing and responsive interface improvements.
- **Tech stack:** HTML, CSS, JavaScript, JQuery, Git.

Full-Stack Developer | Fincons Group | 2018 – 2021 | Bari, IT

- Developed and maintained full-stack enterprise applications for multinational clients, working across both front-end and back-end layers.
- Built and updated front-end components and dashboard-style interfaces using Angular, HTML, CSS, JavaScript and Bootstrap.
- Integrated front-end views with back-end APIs, handling data flows, error states and user-facing interactions.
- Developed and maintained back-end services using Java, Spring Boot, Hibernate, MySQL and ActiveMQ.
- Contributed to bug fixing, feature implementation, technical maintenance and release support across long-term enterprise projects.
- Participated in agile sprint cycles, collaborating with developers, analysts and stakeholders throughout the full software development lifecycle.
- **Tech stack:** Angular, HTML, CSS, JavaScript, Bootstrap, Java, Spring Boot, Hibernate, MySQL, ActiveMQ, TFS.

EDUCATION

BSc Computer Science and Software Development Technology | Università degli Studi di Bari | 2018 | Bari, Italy

Relevant coursework: software engineering, systems architecture, databases, human-computer interaction.

CERTIFICATIONS

Google UX Design Certificate | Google / Coursera, April 15, 2024

<https://www.credly.com/badges/5115d00e-a942-44f7-9025-dd7d5c59f600/print>

SKILLS

Development: HTML, CSS, SCSS, Tailwind, TypeScript, JavaScript, Next.js, React, Angular, Spring Boot , Java, Docker, Git, Cypress. Full-stack development, web development.

Product: Product roadmap, product positioning, market-fit strategy, consumer research, competitive analysis, product briefings, user testing, business cases, go-to-market execution, performance monitoring

Design: UX research, quantitative and qualitative research, market analysis, competitor analysis, empathy maps, user personas, user journey maps, problem statements, How Might We ideation, feature prioritisation, user flows, information architecture, wireframing, prototyping, UI design, design systems, usability testing.

Tools: Figma, Adobe Illustrator, Photoshop, Miro, Jira.

LANGUAGES

Italian: Native

English: Fluent

Spanish: Fluent

Dutch: Very Basic (improving)