— HELLO

I'm Sandro Macchioli, a **product designer with experience working across multiple industries. I** am currently based in Rome

— SEE MY WORK AT

SANDROMACCHIOLI.COM

— FIND ME ON

LINKEDIN/in/sandromacchioli

— LANGUAGES

English, Italian, French

— CONTACT ME AT

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— EXPERIENCE

Product Designer Freelancer
Feb. 2023 — Current

Currently freelancing in the EMEA area. I recently joined a product team working on a workforce management tool. My main focus was on designing a brand new HR module from scratch.

Sr Product Designer @ FreshBooks
Nov. 2020 — Nov. 2022

Part of the Payments team, I worked with PMs to localise our payments platform in the UK and NL market. I supported the strategy and vision of the team through **continuous user research**. I worked with developers to deliver solutions that bring together the needs of the users and those of the business.

I helped integrate FreshBooks with one of our **biggest strategic partners in the UK**, making it FreshBooks' third biggest market. I was also responsible for finding areas of improvements on our platform and optimise the user experience.

Product Designer @ Thriva
Feb. 2019 — Jan. 2020

Part of the product team **responsible for the core experience** of the service. I worked with developers, a copywriter and a data scientist to **design, test and launch** new features or experiments. Examples are a responsive set of instructions on how to collect blood samples to improve success rate. Or redesigning the result experience to help customers with understanding complex medical advice.

UX Designer @ Designit
Nov. 2016 — Jan. 2019

As a UX designer at Designit I worked on end to end projects in different sectors such as finance and energy. My UX responsibilities put me at the intersection between research and development. I also **coached young entrepreneurs in Rwanda**, helping them shape their business plans, conducting field research, running workshops and co-creating design solutions for their products.

UX Designer @ Adaptive Lab
Aug. 2014 — Sep. 2016

As a UX designer at Adaptive Lab I was responsible for conducting user research and designing solutions for **web and mobile**. Working with an agile dev team we created **digital products and services from the ground up** for small- to-large organisations.

UX Designer @ Signal|Noise
Feb. 2014 — May 2014

As UX designer I shaped immersive experiences for data-heavy website and created experimental data visualisations.

Prototyper @ CIID Consulting
Jan. 2013 — Aug. 2013

While at CIID I designed and coded physical and digital prototypes for clients like Toyota' and Novo Nordisk.

User Researcher @ MMID
Feb. 2011 — May. 2011

Teaching human centred research to the Look & Feel department. My focus was on setting up an internal research methodology framework for the company.

— EDUCATION

MSc Interaction Design
2010 — 2012

University of Technology of Delft (NL)

BSc Industrial Design
2007 — 2009

Universitá la Sapienza di Roma (IT)