

Pietro Maschera

Product Designer with a background in UX/UI and web development, combining design expertise with product ownership and research. I hold a Master's in UX Design and a Bachelor's in Human-Technology Interaction. My experience spans startups, corporate environments, and freelance projects, where I have led design, product strategy, and operations to deliver scalable, user-centered digital solutions. I thrive in cross-functional teams and enjoy transforming complex challenges into intuitive, engaging experiences.

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 Barcelona, ES

Skills

Design & UX

Wireframing, Prototyping, Design Systems, User Flows, Journeys, Personas, User Testing, Affinity Mapping, Information Architecture, Accessibility, Multi-platform Design

Software

Figma, Adobe Illustrator, Photoshop, After Effects, Premiere, Google Web Designer, Wordpress, Elementor, Unity, Blender, Stata

Coding

HTML, CSS, JavaScript, C Sharp, Python, Java

Languages

Italian (Native)
English (Fluent)
Spanish (Proficient)
French (Intermediate)

Work Experience

Product Designer and Product Owner

Vitaance, Barcelona, Hybrid

March 2023 – August 2025

Led design and product ownership in a wellbeing-focused startup serving **5.000+ employees** across Spain. Worked cross-functionally across design, research, product, and operations to deliver scalable, user-centered solutions on both mobile and admin platforms.

Key contributions:

- Designed and shipped **20+ features**, including the Allowance and Flexible Remuneration systems (**90%** and **70%** active usage).
- Built a scalable design system, reducing design-to-development time by **30%** and ensuring visual consistency.
- Conducted **40+** user interviews and validation sessions, improving feature adoption by **25%** and CSAT by **18%**.
- Managed agile sprints and roadmap priorities, cutting release cycles from **3 → 2 weeks**.
- Partnered with Operations to streamline reimbursements and card flows, saving **10+ hours/month** of manual work.
- Collaborated with Sales and Marketing on prototypes and brand alignment, helping secure new enterprise clients.

UX/UI Designer and Web Developer

Freelancing, Barcelona

May 2022 – April 2023

Delivered web, UX/UI, and branding projects for clients in e-commerce, real estate, and consulting sectors.

Key contributions:

- Designed and developed 4 responsive websites, increasing client engagement by **40%+**.
- Created user-focused interfaces and prototypes, reducing navigation friction by **25%**.
- Built brand identities and visual systems for multiple clients, ensuring consistent multi-channel presence.
- Produced marketing and communication assets to support growth and visibility campaigns.

Intern Web Designer and Content Creator

Saint-Gobain Weber Beamix, Eindhoven

March 2021 – July 2021

Supported the innovation department's communication and digital initiatives focused on 3D-printed concrete and construction technology.

Key contributions:

- Designed and developed **2 websites** to showcase R&D projects, increasing internal engagement by **35%**.
- Built custom **APIs** to enable dynamic, interactive web content.
- Created **HTML5 banners** and **print materials** to promote innovation projects.
- Designed brochures and print collateral to communicate research and development projects

Team Member

Team RED, Eindhoven

April 2019 – March 2021

Joined a multidisciplinary student team operating like a startup, responsible for product design, communication, and team management.

Key contributions:

- Designed and programmed the product interface with a focus on **usability** and **consistency**.
- Created **promotional content** and managed social media presence to engage audiences and stakeholders.
- Produced **videos** and **visual assets** to present the team's mission and achievements.
- Oversaw finances as **CFO**, managing budgets and securing **40k€** in external funding.

Education

MSc User Experience Design

Barcelona Technology School, Spain

October 2021 – July 2022

Thesis in collaboration with Porsche Digital. Coursework included User Research, Human Factors, Multi-platform Design, Web Development, Testing, Business and Entrepreneurship.

BSc Psychology and Technology

Eindhoven University of Technology, Netherlands

September 2017 – March 2021

Focus on Cognitive, Behavioral, and Social Psychology, Neuroscience, Human Factors, Ethics, Research Methods, Programming, AI, and Game Design.