

Giulia Moliterno | Product Designer

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Portfolio: gmoliterno.com

End-to-end designer passionate about the creative process and delivering valuable experiences. Dedicated to working between the user experience and visual design, where problem-solving meets visual impact.

Professional Experience

Product Designer | Valtech Apr 2021 - Present

Challenged to create and implement strategies connecting UX solutions and designing engaging experiences. Focused on the customers of the health and luxury industries.

- Development of UX research, user journeys, and user testings
- Creation of sitemaps, wireframes, and interactive prototypes
- Creation of interfaces, design systems, and guidelines for development teams
- Implementation of UX solutions across projects, finding opportunities to improve experiences

Art Director | GhFly Dec 2020 - Apr 2021

Challenged to create compelling visuals for digital products, conduct a design team ensuring that all content was aligned with the brand strategy and visual identity. Focused on the customers of the retail industry in LATAM.

- Development of visual identity for digital campaigns
- Development of interface design for digital products
- Creation of wireframes and interactive prototypes
- Creation of visual guidelines for digital products
- Production and edition of motion design videos

Art Director | Embraer Mar 2017 - Dec 2020

Challenged to create strategies and material with a focus on aftermarket. Promoted brand awareness, guaranteeing that all content was aligned with the brand strategy and visual identity, focusing on executive aviation customers.

- Development of visual identity for campaigns and events
- Creation of printed and digital material for brand awareness
- Production and re-design of content for the company's website
- Development of interface design for digital products
- Management of design projects with suppliers
- Production and edition of motion design videos

Education

Specialization in UX Design

2021 | FIAP - College of Informatics and Administration

Bootcamp UX/UI Design

2020 | How Bootcamps

Specialization in Branding and Management

2020 | ESPM - Superior School of Advertising and Marketing

Specialization in Graphic Design

2019-2020 | CALARTS - California Institute of the Arts

Bachelor's degree in Marketing & Advertising

2014-2017 | UNIVAP - University of Social Communication

Languages

Portuguese	English	Spanish
Native	Fluent	Intermediate

Skills

UX Design

Design thinking process	Userflows and personas
Information architecture	User testing and metrics
Wireframing and prototyping	Design systems

Tools

Product design

Figma, Adobe XD, Protopie, Webflow, Miro

Graphic design

Illustrator, Photoshop, InDesign, Premiere

Metrics

Hotjar, Maze, Google Analytics

Web

HTML and CSS (basic knowledge)