

# Simone Fant

UX/UI Product Designer

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## Profiles

[🌐 Simone Fant](#)

[📁 Portfolio](#)

## Summary

UX/UI Product Designer with over 5 years of international experience working with startups and cross-functional teams across Denmark, Australia, and Italy. Grounded in a strong interest in culture and human sciences, I focus on building clear, functional interfaces and structured design systems that make complex digital products intuitive and accessible. I work with a high degree of autonomy, collaborating closely with engineering to align Figma component libraries with frontend constraints (CSS frameworks, WCAG standards), while independently building responsive web pages using Webflow and WordPress. A reliable and self-directed professional looking for stable remote opportunities or relocation where design logic and functional execution come together.

## Experience

**Tecnobe** **January 2026 - Present**

Senior UX/UI & Web Consultant (Contract) Padua, Italy (Remote)

- **B2B/B2C Platform Architecture:** Architected intuitive B2B and B2C self-service flows for a complex healthcare booking platform, simplifying clinical configurations to drastically fast-track user onboarding.
- **Conversion Rate Optimization & Low CPA:** Engineered high-converting WordPress landing pages and optimized digital acquisition funnels to optimize customer acquisition costs down to a €1 CPA.
- **Advanced Technical Execution:** Leveraged generative AI tools to write custom code and scripts, seamlessly overcoming the limitations of standard builder frameworks to directly enhance the platform's UX and frontend performance.
- **Cross-Functional MVP Delivery:** Collaborated closely with cross-functional teams (Product, Engineering, and QA) to map design requirements, ensure technical feasibility, and build out the platform MVP within highly regulated healthcare data constraints.
- **AI-Accelerated Workflows:** Embedded generative AI tools natively into daily design workflows to rapidly explore complex user journeys, build functional prototypes, and accelerate design iteration cycles.
- **Documentation & Handoff:** Handed off a fully responsive, thoroughly documented web and design ecosystem to the internal engineering team upon successful completion of the core launch phase.

**Tax Nuggets Academy** **Nov 2022 – Jan 2026**

UX/UI Product Designer Melbourne, Australia (Hybrid)

[🔗 https://taxnuggetsacademy.com.au/browse](https://taxnuggetsacademy.com.au/browse)

- **Engineering-Aligned Design Systems:** Created and maintained a master component library and design system in Figma built to align with CSS frameworks, working closely with the CTO to ensure clean code handoffs.
- **Accessibility & Compliance:** Ensured all web interfaces and platform updates strictly complied with WCAG accessibility standards to accommodate diverse professional demographics.
- **UX Audit & Product Evolution:** Conducted a comprehensive platform UX audit and performance analysis, leading to the design execution and successful launch of the V2.0 user dashboard.
- **Autonomous Web Development:** Independently designed and developed responsive, high-performing marketing landing pages using Webflow, bridging the gap between creative brand assets and functional frontend execution.
- **Growth Marketing Support:** Improved the layout and design-driven engagement metrics for automated transactional email flows and marketing newsletters.
- **Educational Content Architecture:** Partnered regularly with the Learning team to design functional document resources, worksheets, and custom templates used directly by students for online learning purposes.
- **Cross-Media Brand Consistency:** Created print and digital visual assets for the Marketing team to maintain a unified visual identity across the company's entire digital presence.

**Finuprise Aps** **May 2021 – Nov 2022**

UX/UI Product Designer Copenhagen, Denmark (Hybrid)

[🔗 https://thehub.io/startups/finuprise-aps](https://thehub.io/startups/finuprise-aps)

- **End-to-End Product Lifecycle:** Handled user research, user flows, and interactive prototypes to take complex financial datasets and simplify them into clear, user-friendly features.
- **Design System Ownership:** Built and applied a scalable design system in Figma to ensure design consistency across both responsive web layouts and mobile views.
- **Platform Pivot Management:** Successfully adapted the product architecture when the startup shifted strategies from a mobile-first app to a web-based platform, redesigning core onboarding and data visualization layouts on the fly.
- **User Testing & Iteration:** Conducted qualitative user testing sessions, mapping and tracking feedback matrices in Notion to systematically iron out usability issues and refine product features.
- **Brand & Content Architecture:** Developed the foundational visual standards, logo, and brand identity, ensuring consistency across the core web application, landing pages, and external pitch decks.
- **No-Code Implementation:** Collaborated on the initial execution and front-end design of the Finuprise web app landing pages using Bubble.

**Amadeus IT Group** **Apr 2018 – Apr 2019**

Assistant Marketing & Communication Manager Milan, Italy

[🔗 https://amadeus.com/en](https://amadeus.com/en)

- **Campaign Execution:** Coordinated and deployed multi-channel marketing initiatives, corporate newsletters, and targeted communication campaigns.
- **Asset Alignment:** Designed clean visual communication layouts and digital media assets in strict compliance with global corporate brand guidelines.
- **Information Localization:** Localized complex corporate documentation, user guides, data reports, and front-facing web content to improve clarity for regional audiences.
- **Event Coordination:** Managed the operational logistics, communication materials, and visual staging for large-scale industry conferences and trade exhibitions.
- **Stakeholder Communication:** Facilitated structured internal and external messaging flows to ensure consistent brand alignment across distribution channels.

## Education

**Talent Garden Vienna** **Jun-Sep 2020**

UX Design Bootcamp

**H-Farm School** **Oct 2017 – Feb 2018**

Digital Entrepreneurship Diploma

**IUAV University of Venice** **2010-2014**

Industrial Design Bachelor's Degree

## Skills

### Figma

Primary tool for end-to-end product design, utilized for building complex component libraries, scalable design systems, interactive prototypes, and high-fidelity wireframes.

### Webflow

Autonomously deployed to build high-performance marketing platforms, localized web visuals, and high-converting landing pages with a focus on design-driven metrics.

### WordPress & Elementor

Utilized to architect custom, responsive landing pages and asset systems from scratch using Elementor Pro, optimized for digital customer acquisition.

### AI tools

Practical experience using generative AI (such as ChatGPT and Gemini) into daily workflows to explore design patterns, prototype faster, and assist in writing custom scripts for frontend optimization.

### HTML/CSS/JavaScript

Operational proficiency in editing and customizing code to ensure flawless frontend implementation, responsive behavior, and clean engineering handoffs.

### Bubble

Applied to design, structure, and rapidly develop functional web applications and interactive logic platforms.

### Adobe Creative Suite

Advanced proficiency across InDesign, Illustrator, and Photoshop for editorial design, vector asset creation, and image processing to ensure cross-media brand consistency.

### Canva

Used strategically to build highly accessible templates and document resources for learning teams and cross-departmental marketing initiatives.

## Certifications

**AI-assisted Digital Products Development** **Jan 2026 – Feb 2026**

Boolean Academy (online)

**German Language** **Oct 2023 – Jun 2024**

Universität Wien, Sprachenzentrum

## Awards

**Generali Candidate Journey Contest** **Sep 2019 – Dec 2019**

Generali

[🔗 https://www.simone-fant.com/generali-candidate-journey](https://www.simone-fant.com/generali-candidate-journey)

Employer Branding & Service Design Initiative — Milan, Italy

- **Top 10 Finalist Selection:** Co-designed a comprehensive digital talent acquisition experience addressed to young professionals, with the team's final project selected among the **Top 10 out of 53 participating groups** by the Scientific Committee.
- **Qualitative & Quantitative Research:** Submitted user surveys and conducted 1:1 interviews with target demographics to identify key friction points in the existing application pipeline.
- **End-to-End Service Architecture:** Mapped user personas, user flows, and a multi-step desktop/mobile application blueprint that integrated interactive gamification modules and algorithmic profiling tests to suggest compatible job listings.

**National Writing Competition "Modello Pirandello"** **2008**

Kiwanis Club Agrigento

## Languages

### Italian

Native

● ● ● ● ●

### English

Full Professional Proficiency

● ● ● ● ○

### German

Beginner

● ● ○ ○ ○