

SOFIA MARCHETTI

PRODUCT DESIGNER · UX / UI

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EXPERIENCE

03.2021
– now

Lead Product Designer · BlaBlaCar · Paris

Leads a team of 3 designers on the carpooling booking journey. Redesigned the search and checkout flow (+9% booking conversion). Owner of the design system tokens and components in Figma.

01.2018
– 02.2021

Freelance UX/UI Designer · Self-employed · Paris

Clients: Back Market (seller dashboard), Qonto (onboarding for freelancers), Doctolib (patient appointment reminders). User interviews, wireframes, high-fidelity prototypes, usability testing with Maze.

09.2015
– 12.2017

UI Designer · Fabbrica · Treviso, Italy

Interfaces for interactive museum installations and editorial websites. Front-end prototypes in HTML/CSS.

EDUCATION

2013
– 2015

MSc Digital and Interaction Design · Politecnico di Milano · Milan

2010
– 2013

BA Graphic Design and Visual Communication · Università Iuav di Venezia · Venice

AWARDS

2019

Red Dot Award: Brands & Communication Design – Honourable Mention (Qonto onboarding)

PROFILE

Italian product designer based in Paris. 9 years designing digital products, from research to pixel-perfect UI. I care about accessible interfaces and design systems that scale.

SKILLS

Figma	● ● ● ● ●
User research	● ● ● ● ○
Prototyping	● ● ● ● ●
Design systems	● ● ● ● ●
Accessibility (WCAG)	● ● ● ● ○
HTML / CSS	● ● ● ○ ○
Adobe Creative Cloud	● ● ● ● ○

LANGUAGES

Italian	Native
English	Fluent (C1)
French	Upper-intermediate (B2)

TOOLBOX

Figma Maze Notion
Webflow Miro

OFF-SCREEN

Ceramics, climbing, Sunday markets.