Luigi De Giorgi

Product Designer · Mobile apps, e-commerce and B2B dashboards

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PROFILE

Product designer who designs and builds. I work end to end: user research, flows and design systems in Figma, then shipping the product with React, Supabase or Shopify and measuring it with real users. Eight years in the automotive industry and nine months in Toronto, promoted to store supervisor, taught me to stay close to users and work within real constraints.

EXPERIENCE

Product Designer · Freelance, remote · full-time since Oct 2026 — Apr 2026 – Present

NoLimits Coaching · coaching app and coach dashboard · degidesign.com/nolimits

- Worked with the two coaches who run NoLimits from scoping to test plan, turning their Excel and WhatsApp workflow into one product.
- Designed and built an installable app for athletes and a web dashboard for coaches, from a Figma design system to code (React, Supabase).
- Shipped it to a live test with 2 coaches and 5 athletes (Nov 2026), with usability measured in-app (SUS) at mid-test and end of test.

MIRA Project · Made in Italy fashion label · degidesign.com/mira

- Built the brand's design system from its Instagram identity: colour tokens, type, spacing and components, checked against WCAG AA.
- Scored seven platforms with the two founders and chose Shopify, so the showcase site can turn into a shop with one switch, no migration.
- Presented options on key decisions (five concepts for the next-drop page) and decided with the founders: countdown plus email waitlist.

Manager · Truck and Car S.r.l., Motteggiana, Italy · on leave since Oct 2026 — 2019 – Present

- Ran daily operations, coordinating customers, suppliers and technicians; introduced digital tools to improve internal processes.
- Promoted from bodyshop repairer (2017 – 2018). Currently on leave to work full-time in product design.

Store Supervisor · Forno Cultura, Toronto, Canada — Apr 2025 – Nov 2025

- Promoted from food service after five months; ran store operations and the shift team for a high-volume, multilingual customer base.

SELECTED PROJECTS

Fenwick · B2B expense approval tool (concept) · degidesign.com/fenwick — Aug 2026

- Designed around one goal, cutting average approval time from 4 days to under 24 hours: a queue built for volume, budget context on every request and a request-info loop. Validated as a working, AI-assisted prototype.

MyLocalGuide · travel app (concept) · degidesign.com/mylocalguide — Jun – Jul 2026

- Surveyed 26 travellers before scoping the MVP: 58% don't trust that "local" experiences are genuine, so the MVP is built around guides verified by locals. Designed onboarding, discovery, booking, host chat and a UI kit.

SKILLS AND TOOLS

Product and UX	User research and surveys, usability testing (SUS), user flows, wireframing, prototyping, design systems, accessibility (WCAG)
Design tools	Figma, FigJam, Notion
Design to code	React, TypeScript, Supabase, Shopify (Liquid), AI-assisted prototyping with Claude Code
Languages	Italian (native), English (C1, nine months living and working in Toronto), Spanish (conversational), French (A2)

EDUCATION

2026	Google UX Design Professional Certificate · Coursera
	Diploma in Economics and Business · IISS Manzoni, Suzzara (Mantua), Italy