

Ylenia · Micci

Senior UX/Product Designer
Luxury E-commerce, Accessibility
& Product Strategy

10+ yrs in practice

VARESE, IT · OPEN TO REMOTE

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LINKEDIN / YLENIA-MICCI

YLENIAMICCI.COM

Bringing *order, beauty, and humanity* to complex digital worlds — so technology feels respectful, authentic, and genuinely helpful to the people using it.

Senior UX/Product Designer with 10+ years of experience shaping digital products across luxury, regulated, and service-oriented industries.

Specialized in heuristic evaluation, accessibility, information architecture, and e-commerce optimization, with a strong focus on making complex experiences clearer, more trustworthy, and easier to use.

Works across strategy and execution — from research, UX/UI and prototyping to front-end collaboration, stakeholder alignment, and production-ready design decisions.

Experience

§ I

Senior UX Designer · Full-time

MAY 2015 — PRESENT

S'nce group SAGL — *Stabio, CH*

Leading end-to-end product design across web and apps for regulated and high-expectation contexts, spanning UX/UI, research, prototyping, front-end implementation, CX writing and stakeholder communication. Conducting heuristic evaluations and accessibility reviews, contributing to design-system practice, and partnering closely with engineering to shape robust, production-grade interfaces. Projects span luxury, fashion, pharmaceutical and transportation sectors, with work focused on usability quality, information architecture, conversion-oriented improvements and WCAG alignment.

Graphic & Web Designer, Internship

SEP — DEC 2014

Naturam srl — *Novara, IT*

Delivered graphic and web design, brand identity, art direction, copywriting and web development for small-to-medium business clients, strengthening an early multidisciplinary foundation across brand and digital touchpoints.

Graphic & Web Designer, Internship

OCT 2012 — JAN 2013

MVComunicazione — *Milan, IT*

Supported agency work across graphic and web design, Joomla content editing, photo editing and packaging design for consumer-brand accounts.

Tools

§ II

Design

Figma (advanced prototyping, design systems, tokens), Sketch, Adobe XD & Suite

Prototyping

Figma, Framer, Principle, After Effects, ProtoPie

Research

Matomo, UserTesting, Optimal Workshop, Maze, Hotjar

Collaboration

Miro, FigJam, Notion, Jira, GitLab

Development

HTML / CSS, jQuery / JS, PHP, Git, SVG animation, Figma Dev Mode

Education

§ III

Politecnico di Milano

M.Sc. Communication Design — 107/110

2012 — 2015

Srishti School of Art, Design & Technology

Exchange programme — Graphic Design

2014

Politecnico di Milano

B.A. Interior Design — 92/110

2007 — 2011

Languages

§ IV

Italian

Native

English

C2

Practice

§ V

UX Research & Strategy · Interactive Prototyping ·
CRO & A/B Testing · Information Architecture ·
Accessibility (WCAG) · Design Systems ·
Front-end Development · UX Coaching & Mentoring ·
Project Management

Selected Focus

§ VI

Luxury & premium e-commerce – audits, redesign and optimization work for high-expectation digital experiences, including premium skincare and fashion contexts. ·

Catalog & navigation analysis – improving product discoverability, category architecture and user journeys for complex assortments. ·

Accessibility & usability quality – integrating heuristic review, usability thinking and WCAG-oriented recommendations into product decision-making.

Certification

§ VII

NNG UX Certification – #1017203 28th March 2018

Development

§ VIII

Current focus

Accessibility compliance, product analytics, data-informed design decisions, AI-supported workflow exploration, and strategic communication with stakeholders and leadership.