Giacomo Picciolini

Senior UX/UI Designer

www.giacomopicciolini.com

Protected projects Password: PilatusAircraft

Linkedin

giacomo.picciolini3@gmail.com

+41 76 512 59 32

Bio

Senior UX/UI Designer passionate about crafting intuitive digital experiences that bridge user needs and business goals.
Currently at Pilatus Aircraft, I design ERP software and training tools that power the future of aviation.

My approach is impact-driven: every design decision is made to support business strategies, enhance operational efficiency, and ensure a consistent, intuitive user experience.

Education

IED - European Institute of Design

2019 – 2020

Master in Design

University of Modena and Reggio Emilia

2017 – 2019

Master in Communication of New Media and UX

University of Bologna

2014 - 2017

Bachelor in Communication

Tools

Figma	VWO	Hotjar
Adobe Creative Suite	Maze	Jira
Framer	Google Analytics	Miro
ProtoPie	Google Tag Manager	Glyphs
	Google Optimize	Basic HTML CSS

Languages

Italian	English	French	Spanish
Native Speaker	Fluent	Intermediate	Intermediate

Experience

Pilatus Aircraft Ltd. - Senior UX/UI Designer

SEP 2023 – PRESENT   Luzern, Switzerland

I have led the development of user research strategies by defining techniques, scopes, and test types, establishing a methodology based on Google Design Sprints to ensure consistency in the UX discipline. I have contributed to software architecture, ensuring seamless integration and alignment of design choices with technical frameworks. My work includes also collaborating to the maintenance of the Pilatus Design System.
Additionally, I have conducted in-depth market and customer analyses to align software strategies with user needs and future growth opportunities. I have evaluated software suppliers, managed cost analyses, and optimized yearly budgets. Collaborating closely with developers and engineers, I bridged the gap between design and development, shaping intuitive user interface layouts. My efforts also involved creating high-fidelity prototypes for customer evaluation and feedback, ensuring practical and user-centered solutions.

Pilatus Aircraft Ltd. - UX/UI Designer

SEP 2022 – SEP 2023   Luzern, Switzerland

As a UX/UI Designer at Pilatus Aircraft in the Ground Based Training Systems (GBTS) Department, I design user-centric experiences for advanced training solutions, including Full Flight Simulators, VR-based tools, and Training Management Systems used by air forces worldwide. My role involves crafting wireframes, design, and prototypes for digital products while conducting thorough user research through workshops, focus groups, and persona development. Leveraging these insights, I translate complex requirements into intuitive designs and implement user testing strategies to validate and enhance usability. Additionally, I contribute to the development of VR interfaces, optimizing immersive experiences to align with cutting-edge technology and user needs.

Sharely - UX/UI Designer

JUL 2021 – SEP 2022   Zürich, Switzerland

I led the complete relaunch of the brand, creating a fresh visual identity and an innovative digital platform focused on sustainable, rental-based consumption. This involved redefining the user journey to mirror the convenience of e-commerce while emphasizing eco-conscious values. I conducted extensive market research and competitor analysis, developed personas, and used data-driven insights from tools like Hotjar and Google Analytics to support design decisions. Collaborating with stakeholders and cross-functional teams, I facilitated workshops, crafted wireframes, and built a cohesive interface for both desktop and mobile applications. Through usability testing, I ensured the platform met user needs and aligned with Sharely's mission to revolutionize Swiss' consumption habits.

Sky Television - UX/UI Designer

JUL 2020 – JUL 2021   Milan, Italy

As a UX/UI Designer at Sky Italia, I worked on the UX/UI of key digital platforms, including Sky Go and Sky OnDemand Applications, focusing on seamless interaction and visually engaging designs. My work involved designing interfaces for both mobile and desktop applications, as well as Sky's On-Demand platform, optimizing data visualization and creating compelling infographics. I conducted user research through usability testing and surveys, translating insights into improved designs for iOS applications and OTT television apps. By introducing new features and refining user journeys, I contributed to a cohesive and user-friendly experience across Sky Italia's digital ecosystem.

Leadspot - Web & Visual Designer

APR 2017 – JUL 2020   Bologna, Italy

At Lead Spot, a boutique design studio in Bologna, I worked with SMEs across industries such as Banking, IT, Food & Beverage, and Wellness, blending graphic design, Branding, UX/UI, and marketing to create impactful visuals and intuitive digital experiences. I designed interfaces for e-commerce platforms, websites, and applications, conducted usability testing, and developed wireframes. A notable achievement was collaborating on a winning redesign for the Museum of Contemporary Art of Milan's (PAC) guide.

Gianus Design - Trainee Graphic Designer

JAN 2017 – MAR 2017   Bologna, Italy