

ROSSELLA GUARINO

UX/UI Designer · Product Designer · Design Systems Specialist

Valencia, Spain · rossg.design@gmail.com · Portfolio · LinkedIn
Italian (Native) · Spanish (Bilingual) · English (Fluent)

Profile

UX/UI and Product Designer with 5+ years of experience designing complex, data-dense B2B and SaaS products. Specialized in scalable Design Systems, multi-brand UI architecture, and advanced developer handoff. I combine inclusive, accessible design with generative AI tools to accelerate the design cycle. Salesforce UX Design Certified.

Experience

Senior Product & UI Designer | Multi-client Enterprise B2B | 2024 – Present

- Architecture of **design systems** with advanced Variables and Tokens for multi-brand B2B products.
- Developed **high-fidelity prototypes** with complex logic and micro-interactions for technical validation.
- Optimized the developer **handoff process** and Visual QA to eliminate technical debt.
- Integrated **accessibility** standards from the conceptual phase.
- Conducted continuous usability testing and automated workflows using **AI tools**.

UX/UI & Product Designer | Tekenable | 2022 – 2024

- Designed applications and design systems adapted to the technical constraints of Salesforce Lightning and libraries such as PrimeNG.
- **Hands-on code** intervention to implement UI adjustments, ensuring pixel-perfect results in production.
- Supervised accessibility in complex workflows and **high-data-density** environments.
- Facilitated co-creation **workshops** and **strategic alignment** with PMs, developers, and stakeholders.

UX/UI & Web Designer Freelance | Startups & Agencies | 2020 – 2022

- **End-to-end design and delivery** of 4-6 projects for tech startups, agencies, and e-commerce.
- Designed **responsive** interfaces, mobile apps, and websites tailored to specific business needs.
- **Direct client management:** requirements gathering, proposal presentation, and iteration through to final approval.

Skills & Tools

Design & Prototyping: Figma (Variables, Auto-layout, Advanced Prototyping), Framer, Adobe XD

Frontend & Code: HTML5, CSS3, SCSS, Tailwind, Git, MUI (Material UI)

Design Systems: Tokens, Variables, Storybook, Zeroheight

Accessibility & Quality: WCAG 2.2, Inclusive Design, ARIA Labels, Accessibility Audits, Visual QA

Research & Testing: User Interviews, Usability Testing, User Flows, User Journey Mapping, FigJam, Miro

AI & Generative: Figma AI, Midjourney, Adobe Firefly, DALL-E, Google Stitch, ChatGPT / Claude

Management & Process: Notion, Agile, Scrum, Cross-functional Collaboration

Education

Salesforce UX Designer Certified (2024)

Master in Editorial Design and Content Architecture · Oblique Studio, Roma

Bachelor's Degree in International Relations · Sapienza Università di Roma