



MARCO MADONNA

Senior Product Designer



CONTACT

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RELEVANT EXPERIENCES

Senior Product Designer • from October 2023 - Present • Hilversum, The Netherlands
Swydo

Led the design direction of key product features, defining user flows, interactions, and the overall look and feel. Drove the creation and evolution of the Design System, tailoring it to the product's architecture and team workflows. Actively integrated UX research and AI-powered tools into the design process to inform decisions, validate concepts, and streamline delivery.

UX/UI Designer • from August 2022 until September 2023 • Amsterdam, The Netherlands
Miele X

Joined a global corporate environment and became part of a large, cross-functional UX team. Contributed to multiple projects across different domains, with a focus on defining end-to-end product flows. Played a key role in shaping the 'Product Guidance' experience—one of the main customer journeys—by improving its clarity and usability. Collaborated closely with the Design System team, supporting the definition and implementation of new Miele-branded assets to ensure consistency and scalability across the platform.

UI and Visual Designer • from March 2021 until July 2022 • Amsterdam, The Netherlands
Emakina

Served as Lead Designer for key initiatives at Royal FrieslandCampina, driving end-to-end design strategies across digital touchpoints. Acted as a design consultant for Unilever Food Group, delivering insights and design solutions aligned with brand and business goals. Supported Eyes + More during the pitch phase with UI/UX expertise, creating compelling prototypes and user flows that contributed to the project's successful presentation.

Visual Designer • from February 2019 until March 2020 • Amsterdam, The Netherlands
Osudio

Led UI design for both operational workflows and product innovations. Created the concept for Sligro's new eCommerce platform, redefining user experience and visual identity. Also contributed to key projects for other Dutch companies, such as B&S, delivering tailored design solutions across digital channels. Served as the visual design lead for all digital assets, including websites and internal software, ensuring brand consistency and quality.

Digital Art Director • from April 2017 to January 2019 • Milan, Italy
Kettydo+

Delivered design for high-profile clients, including the new website for SDA Bocconi. Contributed to pitch work for ACEA and supported digital initiatives for Zurich Insurance. Worked on contest proposals for websites, portals, brand identities, logo design, and social media strategies—combining visual storytelling with business objectives to create impactful digital experiences.

Graphic & Web Designer • from April 2015 to April 2017 • Milan, Italy
Kettydo+

Developed contest proposals for websites and portals, brand identity, social media plans, newsletter designs, and logos. Contributed to projects for well-known brands such as Sanbitter and San Pellegrino, and successfully delivered the website design for Perugia, ensuring a cohesive brand experience across digital channels.

Founder and Graphic Designer • from August 2012 to July 2014 • Rome, Italy
Cloudbuster Studio

Founded and managed the company for two years, delivering global expertise in Web Design, Editorial Graphics, Brand Imaging, Photography, and Video Production. Oversaw all aspects of creative direction and client relations, driving successful projects across diverse media and markets.

EDUCATION

UX Design • from October 2022 until may 2023 • Online

UX Design Institute

Earned a Professional Diploma in UX Design, covering user research, interaction design, prototyping, and usability testing through a hands-on, industry-aligned curriculum.

Product Design • from May 2022, to October 2022 • Online

Figma Academy

Completed a certificate program focused on Product Design and Design Systems, deepening skills in Figma, design workflows, and scalable UI practices.

Web Design • from September 2010 until June 2011 • Rome, Italy

Accademia delle Arti e Nuove Tecnologie

Completed a Bachelor’s degree with the title of Art Director Assistant, graduating with a final grade of 28/30. During this year, I deepened my expertise in UI and web design, and gained solid foundations in front-end coding practices—building a strong base for digital product design.

Graphic Design • from September 2008 until June 2010 • Rome, Italy

Accademia delle Arti e Nuove Tecnologie

Degree in Graphic Design with a comprehensive focus on visual communication. Studied core design principles including typography, color theory, layout, and art direction, while mastering industry-standard tools such as the Adobe Creative Suite. Developed a strong foundation in both conceptual and practical aspects of graphic design.

HARD SKILLS

Advanced proficiency in Figma and the Adobe Creative Suite, with a strong focus on UX/UI design, prototyping, and visual storytelling. Experienced in integrating AI tools into the design process to enhance research, ideation, and efficiency. Familiar with GitHub for design-development collaboration, and well-versed in agile methodologies, working closely with cross-functional teams in iterative product environments.

SOFT SKILLS

Strong communicator and proactive team collaborator, skilled at facilitating design operations and streamlining cross-functional workflows. In my current role, I lead design team meetings, encourage shared ownership, and help drive strategic initiatives. I proposed and led efforts to reshape the company’s design system, ensuring it better supports scalability and consistency. Additionally, I played a key role in the company’s rebranding, initiating research-driven discussions and clearly articulating how design can impact brand perception and business growth. Known for bringing clarity, structure, and momentum to collaborative design efforts.

SPOKEN LANGUAGES

- **Italian** Native speaker
- **English** C1 Advanced English Level
- **Spanish** C1 Advanced Spanish Level