

FLAVIO BAINI

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WHO'S THIS?

USER EXPERIENCE + INTERACTION DESIGNER

Experience designer, interaction artisan, culture enthusiast, with a Nielsen Norman Group's UX certification (NN/g license 1008730).

My last 10 years have been spent designing stuff, mostly digital products for retail, healthcare, fashion, and mobility as a service, and getting my footwear design diploma done.

For a bit I worked at mobile ticketing pioneers Masabi, in London, as it scaled from 20 to 50+ employees, on the foundations of their Justride suite, leading the London design team. I then joined Patient.UK, to reboot a healthcare services public app used by patients of more than half of all UK practices.

More recently I have spent a couple of years in Milan at AKQA and FifthBeat; and these days I work at Zalando, contributing to shape and redefine the approach to their fashion categories experiences.

Off work you'll find me trying to figure out life in my mid 30s, working on some personal projects DraftKicks and Sneaker Chronicles, drawing illustrations, taking care of my Nike collection, writing stuff, and surf-skating.

APPROACH

PEOPLE CENTERED

"Technology only matters if people want to participate with it."
We're all users. Watch people as they interact with the things around them and solve problems. You will learn an immense amount.

COLLABORATIVE

A lean design process based on shared understanding.
Designs = conversations. Also, communicate the value of design & help stakeholders building credibility.

ITERATIVE

We seek performance, not perfection. A wise application of technology to make B better than A was. Trust creativity, as "the process of having original ideas that have value".

EXPERIENCE

SENIOR PRODUCT DESIGNER

ZALANDO, BERLIN, 06 / 2020 - 09 / 2022

Senior designer for multiple initiatives, Category Experience team.

- Led the redesign of the then Zalando Premium (now Zalando Designer). Solving for the experience design fit of the designer & luxury category on Zalando's fashion platform, introducing a more holistic approach, to design an experience that would serve customers and brands expectations by considering the fashion world logics and industry common patterns and signifiers; while crafting a solution proposal that would bend -not break- the visual identity system of the retailer.
- Designed and deployed the Sephora partner retail experience integration.
- Ideated concepts and frameworks that would integrate fashion knowledge with digital retail best practices, applied to inform design improvements of premises like the product pages and e2e customer shopping experiences.

SENIOR UX & IxD DESIGNER

WOO/FIFTHBEAT, MILAN, 01 / 2019 - 05 / 2020

Design prime for multiple B2C / B2B projects, prototyping experiences for few innovative companies challenging the standards of enhanced retail, banking, construction and utilities.

SENIOR UX DESIGNER

AKQA, MILAN, 07 / 2018 - 12 / 2018

Experience and interaction creative designer for multiple projects and clients (Google, Nike, FCA) working on multi channel experiences and applications, with multidisciplinary teams of strategists, analysts, creative technologists and art directors.

Achievements: Refined UX copywriting skills, learned to work with strategists and build up a project from the very beginning.

DESIGN LEAD, UX SPECIALIST

PATIENT ACCESS, LONDON, 07 / 2017 - 07 / 2018

Team lead for the Patient Access app redesign, working with both in house product team and off site external partner agencies in Russia and India.

- Leading the redesign of the Patient.Access experience for both the responsive web app and the native iOS mobile app for the 2.0 release.
- Combining Lean UX methods to the company's Agile dev process to maintain high design quality whilst not slowing down the implementation.
- Contributing to the new visual language standards design.

Achievements: Patient Access web, iOS and Android app live within a year, and since the relaunch 7.2M Patient Access single users, 6.88M appointments booked, 61% market share, 4.5K practices adoption.

SENIOR UX DESIGNER

THOMSONS ONLINE BENEFITS, 2016 - 2017

Senior designer for the multi award winning benefits management and engagement platform DARWIN.

- Leading the redesign of Thomsons' employee benefits configuration product, used by international HR teams and for internal and employee facing services.

Achievements: Brought the platform to an almost fully self-service use, reduced customer support costs drastically, and possibly made people's work easier.

SENIOR UX DESIGNER, TEAM LEAD

MASABI, LONDON, 2014 - 2016

Lead designer for the JustRide platform and UK Rail suite products. Member of the product team, reporting to the head of product.

- Designing solutions for Mobile Ticketing and smart fare collection systems for international transport agencies. Crafting user-centered, multi-platform solutions for iOS, Android, Windows Phone & cross-platform hybrid apps.
- Leading the design process with other designers and stakeholders, from initial brainstorming, identifying proto-personas and writing stories, to sketching, designing wireframes, in-house testing, rapid and interactive prototyping.

Achievements: Completed the retail app redesign on time for the LA pilot launch. Designed the validation app experience. Developed two new products for the JustRide agency suite (the Hub and the WebPortal). Helped winning contracts for major city transport authorities like New York, Boston, Los Angeles, and New Orleans.

UX / UI DESIGNER

MASABI, LONDON, 2012 - 2014

Ux / Ui Designer for multi-platform solutions for iOS, Android, Windows Phone & cross-platform hybrid apps.

- Designing transport Mobile Ticketing apps for main UK Train lines, E2E delivery from concept and design through to production (sketches, mockups, low and high fidelity comps, specs, guidelines, and production-ready assets).
- Building the new branding strategy for Masabi, working with Marketing and Public Relationships departments.

Achievements: Brought UX culture in the company, built and mentored a small design team.