

Rita Petrilli

Product designer / Treviso, Italy

B.1987 | 7+ years of experience as **Product designer**, aiming for engaging digital solutions that make people's lives easier. Versatile yet **specialized in UI/UX, digital & mobile design**, I have also developed **project management** and customer care skills. If I'm not designing interfaces, you can find me in the kitchen baking healthy sweets, in the gym or crafting the costume for my next cosplay. Please, have a look at [my online portfolio](#).

EMPLOYMENT RECORD

Product Manager & Designer | [ForceManager](#)

2018 — present · Treviso - Barcelona (Italy - Spain)
Multinational scale-up in the **CRM** sector, software mobile-first, specialized in supporting sales networks, integrated with Artificial Intelligence systems. **Apple** and **IBM** partners.
I am **leading projects & design** decisions, conducting user interviews, usability testings and collaborating with departments (Design, Engineering, QA, Sales, Marketing) through Agile and OKRs methodologies.

Product Designer | [Self](#) @ H-Farm

2013 — present · Treviso (Italy)
Involved in the entire product design process of the company: an innovative mobile and web CRM aimed at sales networks. Designed the brand identity, **mobile** and **web experiences**, adv banners, landing pages and product newsletters.
Responsible for customer support: managed tickets, conducted **usability testings**, took care of the knowledge base.
Self received 4 rounds of new funding thanks to the new design and team efforts. Used by more than 100,000 users, including major customers such as **Generali**, Mediolanum, Monte Dei Paschi di Siena, Selfapp was [awarded twice by Apple](#) as **Best New Business App Worldwide** and by **Confcommercio Italia** as the Most Innovative Company in the Services Sector. Exit in 2018.

UX/UI Consultant | [Procore Technologies](#)

Oct - Dec 2014 · Carpinteria, CA · remote collaboration
Redesigned some features on mobile apps improving the flow and reducing the number of taps to perform actions.

HONORS & AWARDS

[Circlemeal](#) | Winner 1st prize

Confood 2014 – Compra qualità, risparmio in casa

[Circlemeal](#) | Semifinalist | Information Design category

Adobe Design Achievement Awards 2013

[Tidings](#) | Semifinalist | Mobile Action category

Adobe Design Achievement Awards 2011

In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document. | Last Update: May 2020

+39 3332650798

www.ritapetrilli.com

hello@ritapetrilli.design

[Dribbble](#)

[LinkedIn](#)

EDUCATION

IUAV, University of Venice (2010-2013)

Graduate Master degree,
Visual Multimedia Communication,
Art and Design.
110/110

Polytechnic Institute of Bari, (2006-2010)

Undergraduate, Industrial Design,
Faculty of Architecture.
110/110 cum laude

SKILLS & TOOLS

Wireframing | UI design | Prototyping

Adobe Creative Cloud
(XD, Illustrator, Photoshop, InDesign)
· Sketch · InVision · Keynote ·
Figma · PowerPoint · Fontlab ·
OmniGraffle · UserTesting.com ·
UserVoice · MarvelApp · Zeplin ·
Pen & Paper

Project Management

Jira · Trello · Excel · Taiga

Audio | Video Editing

Adobe Creative Cloud
(Premiere Pro, After Effects)

3D Modeling | Rendering

Autocad · Rhinoceros · V-ray ·
Cinema 4D

Web design

CSS · HTML · Wordpress · Webflow

LANGUAGES

Italian | Native proficiency

English | Professional working
proficiency - C1 - First Certificate
in English - University of Cambridge