

Sara Grandieri

Product Designer

 Based in London, UK

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PERSONAL STATEMENT

Creative and detail-oriented Product Designer with over 13 years of experience, including extensive work at Apple Inc. Skilled in translating complex customer needs into intuitive, user-friendly solutions. Expert in usability testing, user research, wire framing, prototyping, and enhancing user experiences through design thinking. Dedicated to contributing UX/UI design skills to innovative and impactful projects.

SKILLS

Core Competencies	UX Research • UI/UX Design • Product Strategy • Enterprise UX • Internal Tools Design • Interaction Design • Design Systems Web & Mobile Design • Multilingual UX • Accessibility (WCAG 2.1) • Cross-Functional Collaboration • DesignOps Agile & Scrum • Stakeholder Communication • Metrics-Driven Design
Technical Skills	Figma (Design Systems, Prototyping, Auto Layout) • Adobe Creative Suite • Sketch • Zeplin • InVision • Maze • Notion • Miro Jira • Wrike • Confluence • Keynote • HTML/CSS • Slack • Final Cut Pro • Wordpress • Magento • AI Prompt Engineering

EXPERIENCE


Independent Product Designer

 Dec 2023 — Present

Self-employed – Remote

- Delivered UX and product design for startups and clients across health, retail, and wellness industries.
- Redesigned onboarding flow for a social fitness MVP using Figma and Zeplin; ran usability testing and improved sign-up completion by 22%.
- Led UX for a finance app and a health tracking platform, working closely with PMs and engineers to shape key features and design smooth, user-friendly flows.
- Created scalable UI systems and conducted iterative reviews to improve usability and ensure visual consistency across products.

Visual Designer and Content Specialist CE

 Dec 2023 — June 2024

Apple (via Retail Engagement Team, Contract) – London, UK

- Owned UX/UI delivery for an internal design campaign rolled out to 500+ retail stores across IN; increased team engagement and sales results by 15%.
- Conducted discovery interviews and usability testing across EMEIA markets to uncover comms friction and store-level knowledge gaps.
- Collaborated cross-functionally with stakeholders to develop a presentation template for EMEIA retail leadership, enabling a cohesive, Apple-standard message for a high-impact speaking event on a tight deadline.

Genius

 Dec 2023 — June 2024

Apple – London, UK

- Career progression from Sales Specialist to Genius role.
- Team top performer leading the team in repair efficiency and quality, 99% success rate.
- Customer-facing troubleshooting and handling customer complaints, 97% customer satisfaction rate.
- Facilitated training sessions enhancing the skills and productivity of new hires and tenured teams.
- Synthesised product and usability feedback from 8,000+ live support sessions. Identified systemic UX issues and informed internal tool improvements now applied in my design practice.

Co-Founder & Product Designer

 Feb 2010— Dec 2016

A&S Design Studio – Turin, IT

- Led cross-functional teams of designers, photographers, and developers to deliver digital and print design solutions for high-end retail and lifestyle clients.
- Designed and shipped responsive e-commerce platforms and campaign sites, collaborating with PMs and developers across multiple markets and localisations.
- Owned product lifecycle from discovery and user research through prototyping, user testing, dev handoff, and iterative improvements.
- Introduced metrics-driven design reviews, resulting in a 28% conversion increase and improved user retention across targeted platforms.
- Managed full creative and technical direction for marketing campaigns, product catalogues, and multi-channel experiences across print and digital.

KEY PROJECTS

Retail Enablement Platform — Apple

Internal design comms campaign rolled out to 500+ stores in the IN market (Sketch, Keynote, Wrike); increased store team engagement of 15%.

Jewellery UX Platform — A&S

Designed multilingual e-commerce UX (Sketch, Magento, Dreamweaver, Adobe Suite); increased conversion by 28% across 5 markets.

Workout App Onboarding – (Freelance)

Rebuilt onboarding flow for social fitness MVP (Figma, Zeplin); boosted sign-up completion by 22% after user testing.

EDUCATION

UX/UI Design Certificate – CareerFoundry, Berlin

Graphic Design Certificate – Cali Institute of Art

Project Management Certificate – Coursera

Cert. of Higher Ed. Photography – ArtéVision, Turin

High School Diploma – ITC Carlo Levi, Turin

LANGUAGES

Italian (native), English (fluent), Spanish (beginner)

Settled Status - ILR