

Mirko Zeppieri

AI-Native Senior Product Designer | UX/UI |
Design to Code | Web3

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Profile

Senior Product Designer with 10+ years of experience across UX/UI, design systems, and end-to-end digital products, including Web3. AI-native: I design products and ship them to production code. Two of my own iOS apps are live on the App Store.

Experienced in translating complex user and business needs into scalable solutions.

Education

- Sep 2008 — Jun 2011

IED - Istituto Europeo di Design, BA — Rome, Italy

Bachelor of Fine Arts in Design & Photography, 96/100
- Aug 2002 — Sep 2007

Giorgio De Chirico - Art Lyceum — Rome, Italy

High School diploma, Design and Applied Arts

Experience

- Mar 2024— Present

Seedify - Senior Product Designer - Web3 — Remote, Global Team
 - Built the design foundation for a live product that had no design system or design files, then led a full product redesign aligned with business goals.
 - Created developer-ready high-fidelity designs informed by HTML and CSS principles, ensuring smooth implementation and design consistency.
 - Owned end-to-end design process, including user flows, wireframes, and developer-ready high-fidelity designs.
 - Planned and executed user research, interviews, and usability tests, translating insights into data-driven design improvements validated through A/B testing.
- Jan 2022 — Mar 2024

VersaGames - Product Designer - Web3 — Remote, Global Team
 - Built and scaled a design system from pitch deck concepts to MVP visual identity, through to a launch that exceeded its \$2M funding target by 390% within 24 hours.
 - Leveraged HTML and CSS knowledge to design feasible user experiences and facilitate efficient collaboration with engineering teams.
 - Led user research initiatives, including evaluative research, usability testing, A/B testing, and exploratory research.
- Feb 2021 — Jan 2022

Provisn - Product Designer - Web3 — Amsterdam, Netherlands
 - Designed and implemented a new design system for the company's product.
 - Aligned design decisions with front-end implementation realities through practical HTML and CSS knowledge, reducing friction between design and engineering teams.
 - Conducted user research across multiple user groups, including evaluative research, usability testing, A/B testing, and exploratory research.

Feb 2019 — Feb 2021	Spotzer - UX/UI Design Team Lead — Amsterdam, Netherlands • Managed day-to-day operations of the offshore design team, balancing delivery, quality, and team performance. • Mentored designers to deliver effective design solutions aligned with business and client goals. • Conducted user research, usability testing, and A/B experiments to validate design decisions, optimize user journeys, and improve product adoption.
Mar 2017 — Feb 2019	Spotzer - Web Designer — Amsterdam, Netherlands • Delivered strategic, visually compelling design solutions informed by user research. • Balanced user needs, business objectives, and front-end constraints by applying a working knowledge of HTML and CSS throughout the design process.
Jun 2016 — Sep 2016	Matchless London - Freelance Photographer & Retoucher E-commerce — Venice, Italy • Delivered brand-consistent photo retouching and compositing across varying levels of complexity. • Developed efficient retouching workflows and maintained structured digital asset management.
Jun 2015 — Jun 2016	Kruder - Editing & Retoucher E-commerce — Rome, Italy
Feb 2014 – May 2015	Newton21 Roma - Creative Retoucher & Photo Manipulator — Rome, Italy
Jan 2010 — Present	Freelance & Contract Work (Dodge and Burn) - UX/UI Designer & Retoucher — Remote, Global • Advanced proficiency in UX/UI design tools and technologies, including Figma, WordPress, Adobe Creative Suite, HTML, CSS, AI tools and animation. • Background in photography and visual storytelling, informing strong composition, visual hierarchy, and brand quality. • Recent commissions: Nezura (Web3 launchpad), Upmarket (AI guest experience platform) and The Woof Dog Academy (explorable 3D website, design to code).

Skills and Expertise	Design & Product	Research & Testing	Tools & Technology	Talks & Awards
	Product design	Qualitative User Research	Figma	Speaker, Creative ProShow II Edition (Rome, 2011) and V Edition (Rome, 2013)
	User Experience	Quantitative User Research	Adobe Photoshop	
	User Interface Design	A/B Testing	Adobe Illustrator	
	Design systems	Usability testing	Adobe Premiere	
	Prototyping	Data-driven Decision Making	Cinema 4D	Young Creative Talent award, 2011
	Interaction Design		AI Tools	
	HTML / CSS		Web3	
	AI-Native Product Design		Claude Code	
	Design to Code		Gemini	
	AI-Assisted Prototyping			
	Concept to MVP			