

# Matteo Miele

[Watch my introduction video ▶](#)

Product & brand designer | working independently across UX/UI & identity.

I am a multidisciplinary product and brand designer with over 10 years of experience in digital marketing. I specialise in helping teams and companies develop meaningful, complex products and craft memorable digital experiences. From concept to launch, I ensure efficiency, quality, and client satisfaction at every stage.

## LOCATIONS

Now in Italy (open to relocation)  
Contracting via Studio Miele (Italy)  
matteo@studiomiele.design  
+39 3762098995  
[studiomiele.design](http://studiomiele.design)

## EDUCATION

**Motion Design**  
Media Training | 2019 - 2019

**Graphic Design**  
ILAS | 2013 - 2013

## SKILLS

**UX/UI Design:** Wireframing, Prototyping, Interaction Design, Mobile-First UX, Visual Hierarchy, Accessibility

**Systems Thinking:** Design Systems, Style Guides, Modular Design, Scalable Architecture, Design Tokens

**Product Strategy:** Customer Journey Mapping, Usability Testing, Agile & Iterative Methods, Cross-Functional Collaboration

**Visual Design:** Branding Editorial Systems, Motion Design, Component-Based UI, Human-Centred Aesthetics

**Tech Stack:** Figma, Adobe Suite, HTML/CSS, Lottie.js, Front-End Development Principles

**Optimisation:** A/B Testing, CRO, Web Analytics, AI-integrated UX Tools, SEO-Aware Structures

## LANGUAGES

**Italian** | Mothertongue  
**English** | Mothertongue  
**Spanish** | Intermediate

## EXPERIENCE



**Studio Miele (Self-employed)**

Independent Senior Designer & Consultant | Sep 2024 - Present

Independent freelance practice delivering strategic design and UX/UI for startups, agencies, and brands. Leading product design, branding and systems work across digital ecosystems.



**CI&T**

Senior Product Designer | Jan 2023 - Mar 2024

Led UX/UI design on enterprise platforms in telecom, sustainability and data. Delivered modular systems, responsive interfaces and accessibility-first UX with agile teams.



**Somo Global**

Senior UI Designer | Nov 2021 - Jan 2023

UI Designer | Jun 2021 - Nov 2021

Started mid-designer, promoted to senior role. Focused on large-scale digital platforms, component-based UI, design systems, mobile-first UX and agile team collaboration.



**MVF Global**

UI Designer | Nov 2020 - Jun 2021

Enhanced product performance through UX/UI design, CRO strategy, analytics, A/B testing, and conversion-focused interface refinement.



**Wiredmark (Freelancer)**

Brand Designer | May 2020 - Nov 2020

Rebranded agency with new identity system, responsive website, editorial design, scalable assets and strategic brand positioning.



**Passion Digital**

UI Designer | May 2018 - May 2020

Designed digital campaigns, websites, and UI systems; led rebranding, motion integration, and UX for healthcare, retail and agency clients.



**Ace Digital London**

Visual Designer / Front-end Developer | Mar 2017 - Mar 2018

Designed and built responsive WordPress sites, managed UI/UX, frontend code, project stakeholders and development workflows.

Johnson & Johnson



Clarks

VALENTINO

SMS

SENTURION

JIGSAW

NHS

UEFA

Good Hemp

teletext holidays

Virginia media