

Matteo Miele

[Watch my introduction video](#) ▶

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

Senior Product & UI Designer with 10+ years of experience designing scalable B2B and B2C digital platforms. Specialised in design systems, CRO-driven UX and accessibility-first interfaces. Focused on measurable impact, system thinking and cross-functional collaboration.

LOCATIONS

Now in Italy (open to relocation)
Contracting via Studio Miele (Italy)
matteo@studiomiele.design
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[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-Centered 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 | Native
English | Bilingual
Spanish | Fluent
Portuguese | Intermediate

EXPERIENCE



Studio Miele (Self-Employed)

Senior Designer & Consultant | Sep 2024 - Present - Italy (remote)

Independent freelance practice delivering strategic product design and UX/UI for startups, agencies and brands. Leading product, branding and scalable systems across digital ecosystems, integrating AI-driven workflows and experimentation.



CI&T

Senior Product Designer | Jan 2023 - Mar 2024 - London, UK

Led UX/UI design for enterprise SaaS platforms in telecom, sustainability and data. Delivered modular design systems and accessible interfaces within agile teams.



Somo Global Senior UI Designer | Nov 2021 - Jan 2023 - London, UK

Somo Global UI Designer | Jun 2021 - Nov 2021 - London, UK

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



MVF Global

UI Designer | Nov 2020 - Jun 2021 - London, UK

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



Wiredmark (Contracting)

Brand Designer | May 2020 - Nov 2020 - Birmingham, UK

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



Passion Digital

UI Designer | May 2018 - May 2020 - London, UK

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



Ace Digital London

Designer / Front-end Developer | Mar 2017 - Mar 2018 - London, UK

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

Johnson & Johnson



Clarks

VALENTINO



SENTURION

J I G S A W



UEFA



teletext holidays

