

Elisabetta Fino

I design intuitive digital products for complex workflows, balancing user needs and business goals.



WORK EXPERIENCE

Mar '19 – Jun '22 · Jul '22 – May '23

UX/UI Designer → UX/UI Team Lead

Nimo GmbH · Berlin (Germany)

Designed and led UX/UI across DiscoEat and DIDIT, covering customer-facing and merchant product experiences.

- Designed customer and merchant journeys across discovery, booking, ordering, and payments.
- Built reusable design systems and scalable interface patterns.
- Improved key product flows through user research, interactive prototyping, usability testing, and iterative design refinement.
- Collaborated with product managers and engineers to deliver production-ready design solutions.

[REFERENCE LETTER ↗](#)[COMPANY INFO ↗](#)

Nov '25 – Mar '26

Amazon Dev, Cloud & Product Academy

AWS re/Start · Edgemony · Remote

Technical and product upskilling focused on Python, AWS Cloud, APIs, and cross-functional software delivery.

- Built backend foundations with Python, REST APIs, databases, testing, and Git.
- Learned AWS Cloud fundamentals, including infrastructure, networking, security, deployment, and core cloud services.
- Explored AI-assisted product building, prototyping, and validation.
- Designed Kitchen Manager's UX/UI within a five-person cross-functional team.

[COURSE INFO ↗](#)

CORE CAPABILITIES

PRODUCT FLOWS

INTERACTION DESIGN

DESIGN SYSTEMS



Product Discovery

MIRO · USER FLOWS · WIREFRAMES



Interaction Design

FIGMA · PROTOTYPING · A11Y



Design Systems

COMPONENTS · TOKENS · SPECS



Frontend Collaboration

REACT · TYPESCRIPT · VITE



Backend Awareness

DJANGO · REST APIS · JWT



AI Workflows

FIGMA MAKE · CODEX · REPLIT

SELECTED WORK

DiscoEat

Restaurant discovery and booking platform with dynamic offers

DISCOVERY · BOOKING · RESPONSIVE UI · DESIGN SYSTEMS

[VIEW ↗](#)

Kitchen Manager

Role-based platform for customers and restaurant operations

CUSTOMER FLOWS · ADMIN UX · ORDER STATES · RESPONSIVE UI

[VIEW ↗](#)

Elfi Portfolio System

Responsive portfolio system for clear recruiter navigation

IA · DESIGN SYSTEMS · RESPONSIVE UI · REACT

[VIEW ↗](#)

Additional work

LOS BABY JAGUARS · MUSIC BRAND WEBSITE

[VIEW ↗](#)

LEGAL SERVICES · TRUST-FOCUSED WEBSITE CONCEPT

[VIEW ↗](#)

EARLIER DESIGN & COMMUNICATION EXPERIENCE

2011 – 2018

Graphic Designer · UX/UI Designer

Colibri · IDMC · ILO · Propositiv Communication
Studio Hangloose · International AIDS Society · WAAA! Studio

Translated complex content and communication needs into clear digital experiences, visual systems, wireframes, and structured layouts.

[BACKGROUND ↗](#)

EXPERIENCE SIGNALS

PRODUCT STRATEGY

CROSS-FUNCTIONAL DELIVERY

END-TO-END OWNERSHIP

MULTIDISCIPLINARY FOUNDATION



Decision Framing

NEEDS · GOALS · PRIORITIES



Team Guidance

MENTORING · TEAM · FEEDBACK



Content & Structure

IA · CONTENT · NAVIGATION



Visual Foundation

EDITORIAL · BRAND · DIGITAL

PORTFOLIO ACCESS

VIEW FULL PORTFOLIO

[ELISABETTAFINO.COM ↗](#)

EDUCATION

2010 – 2015

IED – Istituto Europeo di Design

Bachelor's Degree, Design and Visual Communication

INFO ➤

VISUAL COMMUNICATION • IDENTITY SYSTEMS • DIGITAL INTERFACES

TECHNICAL UPSKILLING

Jan '25

Learning Python

LinkedIn Learning

INFO ➤

SYNTAX • CONTROL FLOW • FUNCTIONS • DATA STRUCTURES • MODULES

Jan '25

Programming Foundations

LinkedIn Learning

INFO ➤

LOGIC • COMPUTATIONAL THINKING • PROBLEM-SOLVING • DEBUGGING

HOW I WORK

1. Discovery

Clarify goals, users, constraints, and scope.

2. Product & UX Structure

Map flows, content, and product logic.

3. Prototype & Validate

Validate direction with clickable prototypes.

4. Design Handoff

Document states, components, and interaction rules.

5. Iteration & Delivery

Refine through feedback, constraints, and use.

LANGUAGES

Italian

NATIVE

English

PROFESSIONAL PROFICIENCY

German

WORKING PROFICIENCY

Spanish

WORKING PROFICIENCY

CONTACT



Email

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Portfolio

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Behance

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