

MARTA MONELLI

SENIOR PRODUCT DESIGNER | MOBILE & B2C UX | AI PRODUCTS & AI-NATIVE WORKFLOWS | DESIGN SYSTEMS

CONTACTS

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Berlin

SKILLS

Hard Skills

Product Discovery · User Research · A/B Testing & Preference Testing · Interaction Design · Prototyping · Design Systems · AI-Native Design Workflows · Visual Design & Brand Identity · Motion Design · Visual Design

Software

Figma · Figma Make · Claude Design · Claude Code · VS Code · After Effects · Photoshop · Illustrator · InDesign · Notion · Amplitude · Lyssna · SurveyMonkey

CERTIFICATIONS

Design OS: AI Workflows for UX/UI Designers Bootcamp
Neue Fischer
28/09/2026 - 06/11/2026

AI for UX Designer
Designlab
May 2026

Certified UX Designer
Career Foundry
16/01/2017 - 16/07/2017

SUMMARY

Senior Product Designer with 9 years of experience in B2C subscription products, including AI-powered features such as AI Assistant, AI Tailoring and Resume Checker at Enhancv, contributing to revenue growth from $2.1M to $4.8M. Partners closely with Product and Engineering from discovery to launch, grounding decisions in research and experimentation and building design systems that scale. Recently trained in AI-native design workflows to move faster from concept to tested prototype. A background in psychology and illustration brings a deep understanding of user behavior and strong visual craft.

EXPERIENCE

Enhancv — Berlin, Germany
Senior Product Designer — 11/2021 - 08/2026

AI-powered resume builder and career platform helping job seekers create tailored applications and land interviews.

- Led end-to-end design of AI-powered features, including AI Assistant, AI Tailoring, Resume Checker, ATS Checker, and Interview Help, partnering with Product and Engineering from discovery to launch on initiatives that contributed to revenue growth from $2.1M to $4.8M.
- Led a full platform redesign and shaped new products such as Job Tracker, Chrome Extension, and Enhanced Profile, reframing an initial spreadsheet-like Job Tracker brief into a structured, scalable experience.
- Ran usability research and testing to uncover pain points and validate decisions, streamlining critical journeys and reducing navigation-related support requests
- Owned and evolved the design system, improving consistency and speed across product and marketing teams.
- Designed and launched six resume templates, increasing template adoption and improving user satisfaction by 25%.
- Built a new sub-brand from the ground up, defining its visual identity, design principles, motion language, and custom iconography.
- Served as sole designer for four years, then led hiring for a second designer and mentored them through onboarding and day-to-day work.

Seerene — Berlin, Germany
Product Designer — 02/2018 - 10/2021

Software analytics platform giving engineering leaders insights into code quality, team productivity and technical debt.

- Designed user-centered interfaces that increased user engagement by 20%, addressing usability pain points and simplifying interaction flows.
- Designed a new analytics dashboard that made complex code-quality and productivity data easier to read and act on for internal and external users.
- Interviewed the sales team to map their pain points and inform the redesign of the internal sales platform.
- Created user flows and interactive prototypes to validate design solutions before development.
- Established brand guidelines and a design system, ensuring consistency across product and marketing.
- Produced marketing materials, icons, and animations for the website, contributing to a 30% increase in lead generation.

STRENGTHS

End-to-End Ownership

Owns design from discovery to delivery, prioritizing across multiple workstreams and keeping the experience consistent.

Strategic Product Thinking

Challenges limiting briefs and reframes problems to reach more effective, scalable solutions.

Design Advocacy

Defends design decisions with evidence and diplomacy, aligning stakeholders around user needs and business goals.

Psychology-Informed Design

A Master's in Social and Organizational Psychology shapes how I understand motivation, behavior and habit formation in product experiences.

LANGUAGES

ITALIAN	**Native**
ENGLISH	**Proficient**
GERMAN	**Intermediate**

EDUCATION

Master's Degree in Social and Organizational Psychology

Università degli Studi di Milano-Bicocca

01/2005 - 12/2008

Final grade | **108** / 110

Three-Year Program in Illustration

Scuola del Fumetto di Milano

10/2005 - 12/2008

Bachelor's Degree in Psychological Sciences

Università degli Studi di Milano-Bicocca

10/2002 - 07/2005

GPA | **106** / 110

EXPERIENCE

Familynet (Looping app)

Berlin, Germany

UX Designer

10/2017 - 01/2018

A native app designed to improve organization and communication for families and groups, featuring a shared calendar and chat functionality to coordinate events and discussions.

- Conducted **competitor analyses** and collaborated with the team to develop innovative design solutions.
- Designed native mobile experiences for iOS and Android end to end, from wireframes and mockups to polished UI ready for development.
- Ran competitor analyses and identified user pain points to inform and prioritize new features.
- Built prototypes and iterated on design solutions to improve the user experience across the app.
- Identified user pain points and needs to inform and prioritize new features.
- Created **wireframes and mockups** to communicate design concepts and streamline development.
- Delivered polished UI designs for **iOS and Android** apps, ensuring seamless implementation by engineering teams.
- Enhanced user experience across multiple projects through prototypes and iterative design solutions.

Freelance

Milan, Italy

Illustrator & Designer

09/2008 - 01/2018

Illustrations, storyboards and character design for publishers, brands, advertising campaigns, short films and animated series.

- Illustrated **15 children's books**, including award-winning titles.
- Created storyboards and character designs for clients including **Nickelodeon** (SpongeBob), **Pepsi Cairo** (Impact BBDO), **Telekom**, and **Unieuro**, working with Bonsaininja Studio and Proxima Milano.
- Illustrated scenery, matte paintings, and characters for the animated series OTO and the Music (Square MTC).
- Created graphics, illustrations, matte paintings and textures for **Fiat**, including a promotional short film on Fiat's Air Technologies (Leo Burnett; post-production by Proxima Milano).

AWARDS

Città di Cento Children's Literature Award (2009)

Winner, Illustration category.

15th International Children's Illustration Competition "Scarpetta d'Oro" (2010)

First Prize.

EMET – Short Film (2009)

Character designer for the Bonsaininja Studio short film that won CGSociety's international Steampunk: Myths and Legends competition.