

# Andrea Ciapponi

Senior Product Designer

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## work experience

### RatedPower (Enverus) | Senior Product Designer

Madrid, Spain - Apr 2024 - Present · 2 yrs 6 mos

AI B2B SaaS for Solar Plant and BESS Design.

- Lead design of **AI agents** across multiple Enverus products, defining new interaction patterns, keeping them consistent across products, and building a new design system to support them.
- **Lead AI adoption** across design and engineering by introducing new AI tools and giving developers the skills and assets to ship to design-quality standards on their own.
- **Lead design across three product squads**, aligning the design roadmap with product priorities and distributing work across the team.
- Led the end-to-end design of the Storage and Interconnection products, from opportunity research in 2024 to their launch later that year and iterated releases in 2025.
- Scaled the **Storage product (0→1)** to reach 32% active utilization, generating €6.5M in revenue and powering 34K simulations within the first year.
- **Drove adoption of a data-driven design culture**, defining feature-level KPIs, implementing event tracking, building Mixpanel dashboards to link UX metrics with business outcomes, and documenting a scalable metrics framework.
- Contributed to the evolution of the **Design System**, ensuring consistency and scalability across the platform.

### Garaje De Ideas | Senior Product Designer

Madrid, Spain - Apr 2022 to Mar 2024 · 2 yrs

**Sr. Product Designer** Oct 2022 to 2024 · 1 yr 3 mos

**Ssr. Product Designer** Apr 2022 - Oct 2022 · 7 mos

B2C & B2B Digital Banking

- **Led design for core banking experiences used by over 1.4 million active users**, improving task completion speed and reducing manual processing time across key flows.
- Designed and launched **B2B features** (international wire transfers, supplier payments) and **B2C experiences** (accounts section, claims automation, loan management), enhancing user satisfaction and operational efficiency.
- Redesigned the Accounts section, one of the bank's most-used features, increasing usability and transparency in financial management.
- Translated business and technical constraints into **data-informed design decisions**, aligning user needs with strategic product goals.
- Partnered with cross-functional teams and contributed to design critiques across a 60+ designer community, elevating design quality.
- Contributed to the Design System, driving visual consistency and component scalability across platforms.
- **Led and mentored a team of 8 mid-level and junior designers**, fostering growth, collaboration, feedback culture, and design maturity.

### Luz Libre | UX/UI & Graphic Designer

Buenos Aires, Argentina - May 2018 - Apr 2022 · 4 Years 2 Mos

- Designed digital interfaces and marketing assets across multiple media using Figma, Webflow, and WordPress.
- Delivered end-to-end designs for web, editorial, and advertising materials, maintaining strong brand alignment.

### Tape À L'oeil | Internship Trainee

Lille, France - Feb 2015 - Mar 2015

Gained early professional exposure through a vocational internship. Observed key company areas, conducted interviews, supported customer service and sales, and assisted with basic inventory management.

## about

Senior product designer experienced in leading projects building enterprise software. Designed and launched large scope products that drove significant revenue growth for both the users and the business.

## education

### University of Palermo

Bachelor of Graphic Design  
G.P.A 8,7/10

Mar 2016 - Sep 2020 | Buenos Aires, Argentina

- Innovation and Trends Award – 9th Edition (2020): Awarded in recognition of my final thesis project. (Published Mar 2021 by the University of Palermo)
- Guest Lecturer, V International Colloquium of Design Researchers, Jul 2020
- Cited in the design research journal “Visions of Design: Problematising Design to Understand Its Complexity” (ISSN 1668-0227), Jul 2020

### UX/UI Bootcamps and courses

Coder House and IDF

- Yearly membership on Design Engineering, Shift.R - 2026
- Config - 2025
- Design Metrics Course, National Technological University (Buenos Aires, Argentina) - 2025
- Multiple courses, Interaction Design Foundation (IDF) - 2024-2025
- Hatch Conference - 2024
- UX/UI Advanced Course, Coder House - 2021
- UX/UI Course, Coder House - 2020

## skills

### Design

UX practices include user research, product strategy, design sprints, roadmap planning, information architecture, prototyping, usability testing, etc.

### AI Workflows

- Builds and prototypes directly with AI tools, using **Claude Code** and **Cursor** for development, and Claude Design and Figma Make for design concepts.
- Builds AI assets to empower the team such as **skills and agents**.

### Tools

Figma, Figma Make, Claude Design, Claude Code, Cursor, Jitter, Origami, Maze, Useberry, Mixpanel.