



Daniele Scanferlato

Experience Designer

“ It’s the total experience that matters... experience is more based upon memory than reality. ”
Don Norman

Psychologist, engineer and usability expert, universally recognized as the father of Human-Centered Design.



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LINKEDIN
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LANGUAGES



Italian
Native



English
Professional working



Spanish
Elementary

TOOLS



Figma
UI Design, prototyping



Claude AI
Research, ideas, testing



Cursor
Web Development



Adobe Illustrator
Vector elements



Adobe Photoshop
Photo retouching

Bio

Experience Designer with **10+ years of experience** designing digital products.
I co-founded and designed a product now distributed by **Pirelli**.

I act as a bridge between **business, design and development**: I follow the product end-to-end, from first idea to release, and I make decisions based on data, not taste.

I know developers' **constraints** and **timelines**, so I can set **priorities** and **reduce the risk** of building the wrong thing. My job is to **simplify**: I turn complex flows and difficult technologies into **experiences anyone can understand**, also designed to meet **WCAG** accessibility standards.

I've worked both in **startups** and in **large structured companies**, combining artistic sensibility with a rigorous method.

Experience



Product & Experience Designer

Ecosteer

2019 - 2026

📍 Bolzano (Fully remote)

- Sole designer of the company for 6 years, with end-to-end ownership of the product, from first idea to release.
- I made a complex patented technology understandable to anyone (a necessary step to give it value on the market) by building frontend, demo interfaces, brand and educational material from scratch.
- I designed the platform based on an air quality detector that, put in the hands of a real group of users, made it possible to validate the market in support of international patents and strategic partnerships.
- AI-first process: LLMs for specs and edge cases upfront, then Figma, Cursor and Claude Code to bring concepts to prototypes and frontend components.

Referenced by Elena Pasquali - CEO & Co-Founder

Product

UX/UI

IOT

Innovation

Design system

Frontend



Product Designer

Sipa S.p.A. (Working base in H-Farm, Treviso)

2017 - 2019

📍 H-Farm, Treviso

- In a 3-person agile team inside H-Farm, I guided a multinational company toward Industry 4.0 by teaching it to work in Scrum: backlog, priorities, metrics and business impact decided together with devs and stakeholders.
- I designed and shipped to production a Digital Twin platform for beverage packaging that makes production data readable in real time for technical and non-technical operators, redesigning the data-viz after usability tests on the factory floor.
- The adoption of the agile method allowed the company to build its own machinery for plastic bottles with shorter lead times and greater efficiency.

Referenced by Enrico Gribaudo - General Manager

Product

UX/UI

Industry 4.0

Scrum Agile

Data-Visualization



Visual, Experience Designer & Partner

Brain srl

2015 - 2017

📍 Padua

- Co-founder of a proprietary B2C product for smart on-track telemetry: total ownership from day one, from metrics to visualization, down to the physical device and the brand.
- I designed the mobile app that translated the device's raw data into readable information for professional and amateur riders, validating the critical screens with real on-track tests.
- I conceived and won a Kickstarter campaign, bringing to market a device of our own conception, design and development, today distributed by Pirelli.
- Partnerships with Fondazione Simoncelli, SpeedUp (Moto2 team) and Intel; testimonials such as Sam Lowes, Marco Melandri, Simone Corsi and Aldo Drudi.

Product

UX/UI

Branding

Startup

Kickstarter

Pirelli



Daniele Scanferlato

Experience Designer

DESIGN & RESEARCH SKILLS

Design Systems & Prototyping

Figma, Claude Ai, Chat GPT

Vector Design & Photo Retouching

Adobe Ai & Ps

Frontend Development Collaboration

Html & CSS

Documents, Spreadsheets & Presentations

Word, Excel, Powerpoint

BUSINESS SKILLS

Full-Context Profile

Bridge between business, design and development

Cross-industry experience

I adapt quickly to any context

Seniority with judgment and product thinking

Not just artifact creation

Founder mindset

Proven proactivity and problem solving

Experience



Visual & Interface Designer

WearIT srl - M31 Group

2014 - 2015

Padua

- The start of my UX/UI journey: I designed the interface and usability of one of the first sportwatches on the Italian market.
- I solved the constraints of a 1.2" display and a gesture-only input by working closely with the hardware and firmware teams.

Wearable

UX/UI

Innovation



Visual Designer

Venicemarathon Club

2013 - 2014

Mestre (Venice)

- I led the visual strategy and communication of three large-scale sporting events: the Venicemarathon (16,000 participants), the Jesolo half marathon and the Corri Mestre 10km (6,000 participants each).
- I created graphics broadcast on Rai 1, meeting the requirements of a national TV production.

Visual

Branding

Events



Graphic Designer & Junior Marketing Account

Quintegia srl

2011 - 2012

Treviso

- Visual design for B2B automotive trade events.
- I created the brand and materials for Automotive Dealer Day, one of the main B2B events in the Italian automotive industry.

Visual

Branding

B2B Events

Education



Bachelor's Degree in Graphic Design and Multimedia Communication (100/110)

2008 - 2011

IUSVE, Mestre (Venice)

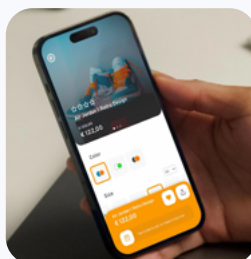
Latest projects



Shelfee Healthcare Ecosystem

As Brand Experience & Design Lead, I led the complete definition of UX and UI, from the overall experience architecture to the main interfaces: home, nutritional suggestions, profiles, categories and sponsorship modules.

<https://www.dascanfe.com/projects/shelfee.html>



Amazon app Redesign

I wanted to modernize the app by making it clearer and easier to understand. On mobile, many sections felt crowded: filters were not immediately visible, product cards mixed too much information and the checkout flow lacked guidance.

<https://www.dascanfe.com/projects/amazon.html>