



# NARDIN SHAFIK

## UX/UI & Service Designer

Milan, Italy (Open to Remote work)

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## EXPERIENCE

### 2024-Present | UX/UI Designer | Vorwerk Group - Italy/Germany

/ Following the acquisition of Neato Robotics, seamlessly integrated Milan's development team with Vorwerk's parent company.

/ Sole designer orchestrating the comprehensive design process for both platforms' applications, ensuring a cohesive user experience across all digital touchpoints.

/ Responsible for handling all handovers to developers and maintaining close communication throughout the implementation process.

/ Engaged in Product Owner tasks, bridging design and development, defining product vision, and managing the product backlog.

### 2022-2024 | UX/UI Designer | Neato Robotics - Italy/USA

/ Spearheaded the design of innovative products and features that seamlessly integrated software and hardware, enhancing user-robot interactions.

/ Acted as a pivotal liaison between the US-based design team and Milan's development team, ensuring smooth implementation processes in close coordination with development and SQA.

/ Oversaw DesignOps, streamlining design processes, maintaining the design system, and implementing efficient design procedures to enhance collaboration and productivity.

### 2021 | Junior UX & Service Designer | Fifth Beat - Italy

#### / United Colors of Benetton

Conducted comprehensive market research and developed an insightful case study on B2C and B2B experiences. Identified pain points and opportunities, transforming insights into actionable Service Blueprints.

#### / Doha Film Institute

Defined the Information Architecture for the website, creating intricate Choreography, Ontology, and Taxonomy flows. Developed user Experience Profiles and facilitated an opportunity workshop with stakeholders. Initiated the redesign of the website's structure and Information Architecture.

#### / Agi Prima & Sorgenia

Contributed to the redesign of web and app interfaces, enhancing user engagement and satisfaction.

### 2020 - 2023 | Digital Designer & Visual Communicator | Tinker Design LTD - London

/ Developed compelling visual identities and user experiences across various digital platforms, designed intuitive user interfaces for the company's website and applications, and provided strategic consulting on presentation deck designs, marketing strategies, and other high-impact services.

### 2017 - 2019 | Visual Designer & Marketer | Startchy (Startup) - Lebanon

/ Collaborated closely with web designers and software developers in a startup environment, contributing to the design aspects of marketing initiatives, offering strategic consultations on marketing strategies and design decisions, and building an efficient B2B interface.

### 2018 | Graphic Designer | Grey Agency - Lebanon

/ Contributed to Pantene's rebranding and packaging design, and assisted in marketing strategies and visual content for Herbal Essences.

### 2017 | Graphic Designer | Richter Creative - Kuwait

/ Designed social media posts, branding, packaging, and editorial content.

### 2016 | Graphic Designer | Macoli Agency - Lebanon

/ Created magazine layouts, cover proposals, and performed image editing.

## SKILLS

/ User Research

/ Project Management

/ Prototyping

/ Usability Testing

/ Information Architecture

/ Service Blueprint

/ Digital Product Design

/ Visual & Communication Design

/ DesignOps

/ Cross-functional Collaboration

/ Product Ownership

/ Market Research

## EDUCATION

2019 - 2021 | **MSC. Product Service System Design** | Politecnico di Milano - GPA (3.85/4)

2016 - 2019 | **B.A. Visual & Communication Arts** | Holy Spirit University of Kaslik - GPA (3.48/4)

2017 - 2019 | **Minor in Business Marketing** | Holy Spirit University of Kaslik