

Flora Damiano

Product Designer

Naples, Italy — 12/03/1997

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SUMMARY

Product designer & Design Mentor with over six years of experience in designing user-centered software applications for mobile, desktop, and web. Experienced in creating accessible digital products and learning experiences such as workshops and trainings.

WORK EXPERIENCE

Product Designer & Design Mentor

Apple Developer Academy Oct 2021 — Present

- Shape a high-level educational program focusing on UI/UX design, together with software engineers and project managers for 300 learners annually with the CBL framework.
- Design products within the Apple ecosystem from conceptualization to implementation. (iOS, macOS)
- Create workshops and author articles on Product design, App icon design, User testing & Research frameworks, accessibility and inclusive design.

Product Designer (Contractor)

SoulBit, Dec 2023 — Present

- Creating and refining digital products, mostly responsive websites and mobile apps, focusing on user research, prototyping and UI Design collaborating with Developers and Product Owners.

UI/UX Designer

Event Planet, Sep 2019 — Sep 2021

- Working as UI/UX designer on different responsive Web projects in the medical field, with partners like Merck and Garmin, using their Design Systems.

EDUCATION

Apple Developer Academy & Pier Program

Federico II University, Sep 2019 — Sep 2021

- Specialized in UI/UX & Product design for iOS platforms, dealing with stakeholders from an NGO.
- Developed strong communication and interpersonal skills, collaborating within cross-functional teams and presenting to various audiences.

Bachelor — Communication Design

Naples Academy of Fine Arts, Sep 2017 — Oct 2019

- Developed projects about branding, web design, motion graphics, and printing material.
- Acquired graphic, web design, and motion graphics skills.

SKILLS

UI/UX Design
Interaction Design
User Research & Testing
Wireframing & Prototyping
Information Architecture

TOOLS

Sketch
Figma
Adobe Creative Suite
Adobe XD
Maze
Miro
Keynote

LANGUAGES

Native Italian
Fluent English

CERTIFICATES

Apple Certified Trainer (ACT)
Apple - May 2025

Design Patterns for AI Interfaces
Smashing Workshops - Feb 2025

How to measure UX & impact
Smashing Workshops - Nov 2024

CONFERENCES TALKS

[Config Watch Party](#)
May 7, 2025

[SwiftLeeds 2024](#)
Oct 7-9, 2024

[iOSDevUK](#)
Sep 2-5, 2024

[SwiftConf 2024](#)
Aug 8-10, 2024

[Swift Heroes 2024](#)
Apr 18-19, 2024