

# Federico Cella

## Product Designer



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**I always assume I don't know enough;  
I will research and draw conclusions only once I understand the true depth of a subject.  
That's how I approach problems.**

## SKILLS & TOOLS

**DESIGN** • Product Design • Prototyping • Interaction Design  
Adobe XD • Figma • Framer • Illustrator • InDesign

**PROGRAMMING** • JavaScript • HTML • CSS • React • NextJS • NodeJS • VS Code

**LANGUAGES** • Italian (native) • English (C1)

## INTERESTS

Traveling • Reading • Psychology • Business • Coding • Playing drums  
• Drawing • Foreign languages • Storytelling • Videogames • FPV drones • Pizza

## EXPERIENCE

**PRIOCKET / Product Designer**  
Nov 2020 - present, Remote

I worked on UX/UI design tasks regarding different modules and products of the company's platform, a B2B omni-channel solution for the traveling industry. I learnt how to design complex products, always keeping in mind business, API endpoints, the clients and the customers. Thanks to my expertise in front-end development I was able to optimize development time by solving problems before they got to developers – and to clients.

## EDUCATION

**POLITECNICO DI MILANO / BSc Communication Design**  
2017-2020, Milan | Grade 106/110

I worked on a variety of University projects related to Brand Identity, Brand Strategy and often took charge of the UX Design and UI Design side. I went on exchange two times, which allowed me to develop useful soft skills, empathy and an increased cultural depth.

**CHULALONGKORN UNIVERSITY / Exchange**  
Jan 2020 - May 2020, Bangkok

**LEEDS ARTS UNIVERSITY / Exchange**  
Sep 2018 - Jan 2019, Leeds

## SIDE PROJECTS

**NETFLIX COMMENTS**  
Oct 2020 - present

I designed and developed the client side of a Chrome Extension that adds a comments section to the Netflix user interface. I developed it over the course of a few months, with the help of a backend developer for communicating with the database. You can try it at [netflixcomments.app](https://netflixcomments.app).

**BOLT MOTION**  
2019

I participated in Bolt Motion, a start-up which sold electric skateboards. They had too much unsold stock, so I designed a "limited edition" of their product that boosted sales and allowed them to differentiate prices.