Ronald V. Fersula

Senior Product Designer



Varese, Italy | EU Citizen | Available Immediately

Open to Ticino, Milan and Remote EU opportunities

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Portfolio ronaldfersula.netlify.app/work/

LinkedIn linkedin.com/in/ronald-fersula-a36434108/

Senior Product Designer with **9+ years of experience** across e-commerce, marketplaces, SaaS and B2B software. Lead projects from early discovery through delivery, combining user research, interaction design and product ownership.

Experience

Product Design Lead

Orange IT Services SA / Byte-Code | Chiasso, Switzerland

May 2021 - September 2026

Selected clients: PittaRosso, Police Lifestyle, The Corner, Savait, B-Exit, CoccoleBimbi, King Attitude and Xaba.

- Led **end-to-end design across 10+ products**, from requirements and research to user flows, wireframes, interactive prototypes, developer handoff and implementation review for responsive web and native mobile experiences.
- **Xaba xCognition:** designed a new industrial AI platform from early discovery. Visited industrial sites and interviewed engineers, technicians and task managers to understand workflows and design connected interfaces for configuration and on-site supervision.
- **Xaba PLCfy:** helped evolve a chatbot into a structured component-selection tool, using ABB components as a proof of concept.
- **PittaRosso:** used customer interviews, usability testing, journey mapping and behavioural analytics to guide improvements. Investigated stock transfers with logistics teams to simplify store pickup and keep store selection at checkout.
- Took on **Product Owner responsibilities**, defining requirements and prioritising the PittaRosso roadmap and backlog with stakeholders, considering budget, technical dependencies, timelines and deliverables.
- Combined Google Analytics, Microsoft Clarity and A/B testing to assess performance. The wider PittaRosso programme reported **+124% transactions and +200% conversion-rate growth**.
- When access to users was limited, used documentation, specialist input and **task-based walkthroughs** to evaluate workflows, advocate for users and identify assumptions needing validation.

Senior UX Designer & Web Operations

Feries SRL | Milan, Italy
July 2019 - May 2021

- Designed CaseVacanza.it and Agriturismo.it for travellers searching and booking accommodation, and for property owners and agencies publishing and managing listings.
- Redesigned back-office workflows through **usability testing with hosts**, built shared components and design standards, and supported implementation in HTML and CSS.

UX/UI Designer for B2B Platforms

Editrice Industriale | Milan, Italy
June 2018 - July 2019

- Led the redesign of **NiiProgetti**, using interviews, heatmaps and analytics to inform decisions. Reported post-launch results included **+80% organic traffic and +48% conversion rate**.
- Designed B2B content-management and back-office workflows, with reusable UI kits and component patterns across the product portfolio.

UX & Web Designer

PUSH. Creative Agency | Orlando, Florida
March 2016 - May 2018

Progressed from Junior Interactive Designer to UX and Web Designer.

- Designed responsive websites and mobile apps for B2B and B2C clients. Created user flows and prototypes, supported research and journey mapping, and prototyped interactions in HTML, CSS and JavaScript.

Skills

Research & evaluation: user interviews, field research, usability testing, customer journeys, task analysis, behavioural analytics and independent workflow evaluation.

Product design: discovery for new products, information architecture, interaction design, responsive and native mobile design, prototyping, design systems and implementation review.

Product delivery: requirements, roadmap and backlog prioritisation, stakeholder alignment, budget considerations, timelines, Agile collaboration and Lean UX.

Accessibility: WCAG 2.1 AA, EN 301 549, European Accessibility Act, accessible component design and implementation reviews with developers.

Tools: Figma, Miro, Adobe Creative Cloud, Google Analytics, Microsoft Clarity, Hotjar, Visual Studio Code, HTML, CSS, JavaScript, Claude Code, Codex and Cursor.

Education

A.S. in Graphic & Interactive Design | Valencia College | 2014 - 2017

Certificate in Graphic & Web Design | Full Sail University | 2012

Languages: English, Italian and Spanish