IR

IRENE RAINERI

SENIOR UX/UI DESIGNER · CATANIA, ITALY

"AI accelerates. People decide."

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AVAILABLE FOR PROJECTS



PROFILE

UX/UI designer with a psychologist's eye and an AI-powered toolkit. After a degree in Psychology and a master's in Communication Theory, I've spent 10+ years designing digital products for startups, SMEs and international organisations, from Italy to the UAE and Oman. Today I blend user research, design systems and AI tools to move from insight to validated prototype faster, without losing the human behind every screen.

EXPERIENCE

2019 — NOW

BISCUITWAY GROWTH AGENCY

Senior UX/UI Designer · Catania, IT. End-to-end UX/UI, user research and design systems for international clients.

- **Prypco** Real-estate platform connecting buyers, brokers, banks and developers · Dubai, UAE — SEP 2022 – AUG 2023
- **Dubai Islamic Bank** Digital banking UI, prototype and master library · Dubai, UAE — MAY – AUG 2022
- **Imdad** Healthcare procurement platform, end-to-end UX/UI · Dubai, UAE — AUG – NOV 2022
- **Maisarah** Cross-device banking design library (web, mobile, ATM, kiosk) · Dhofar, OM — JUL – OCT 2022
- **Ninety Five** E-commerce for collectors: research, UX/UI, prototype · California, US — 2021

2016 — 2019

TRIPOOW

Senior UX/UI Designer · Catania, IT

2015 — 2020

GIFTSITTER.COM

Senior UX/UI Designer · Catania, IT

2014 — 2015

IMPACTHUB SOCIAL INNOVATOR

UX/UI Designer · Catania, IT

EDUCATION

2015

MSC THEORY & TECHNOLOGY OF COMMUNICATION

University of Milano-Bicocca, Milan

2013

BSC PSYCHOLOGICAL SCIENCES & TECHNIQUES

University of Milano-Bicocca, Milan

2005

DIPLOMA, MASTER OF ART

National Institute of Art, Catania

AT A GLANCE

10+ YEARS OF EXPERIENCE

4 COUNTRIES · IT · UAE · OM · US

8 CERTIFICATIONS

SKILLS

UX DESIGN · UI DESIGN · USER-CENTRED DESIGN · INFORMATION ARCHITECTURE · INTERACTION DESIGN · WIREFRAMING · PROTOTYPING · USER RESEARCH · USER TESTING · DESIGN SYSTEMS · DATA ANALYSIS & STATISTICS

AI-AUGMENTED DESIGN

- ✦ AI-ASSISTED RESEARCH SYNTHESIS
- ✦ PROMPTING FOR DESIGN
- ✦ AI PROTOTYPING
- ✦ GENERATIVE UI EXPLORATION
- ✦ AI-ASSISTED UX WRITING

TOOLS

FIGMA · FIGMA MAKE · CLAUDE · CHATGPT · GROK · ANTIGRAVITY · MIDJOURNEY

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SELECTED PROJECTS

REAL ESTATE
DUBAI, UAE

PRYPCO

Redesigned the digital presence of a real-estate portal that connects buyers, sellers, brokers, banks and developers: a clearer, user-friendly interface on a scalable design system.

UI/UX DESIGN · DESIGN SYSTEM

DIGITAL BANKING
DUBAI, UAE

DUBAI ISLAMIC BANK

Designed the interface for the largest Islamic bank in the UAE with international teams, and delivered a master library that let developers build it smoothly and at scale.

UI/UX · PROTOTYPE · MASTER LIBRARY

ISLAMIC BANKING
DHOFAR, OM

MAISARAH

A fully cross-device design library for desktop, tablet, mobile, ATM, CDM and kiosk, built closely with the tech and UX teams.

UI/UX · DESIGN SYSTEM

HEALTHCARE
GCC

IMDAD

End-to-end UI and UX for a clinic and partner procurement platform, from wireframes to interactive prototypes, optimised for speed and accessibility.

END-TO-END UX/UI

E-COMMERCE
CALIFORNIA, US

NINETY FIVE

From idea to go-to-market for a trading-card e-commerce: user flows, wireframes and high-fidelity interfaces.

USER RESEARCH · UX/UI · PROTOTYPE

FOOD BRAND
ITALY

BACCO

Full UX redesign of the website: information architecture, mobile-first user flows and the end-to-end experience.

UX · INFORMATION ARCHITECTURE · UI

FULL CASE STUDIES ON BEHANCE ↗ BEHANCE.NET/IRENE_RAINERI

HOW I WORK

“AI accelerates. People decide.” AI doesn’t replace a designer’s judgement, it expands it: it takes care of the repetitive work so I can spend more time with users, on strategy and on craft.

01

DISCOVER

Desk research, interviews and analytics. Insights clustered and patterns spotted in hours, not days.

✦ AI: SYNTHESIS · CLUSTERING · DATA ANALYSIS

02

DEFINE

Personas, journeys and information architecture grounded in real data, and in psychology.

✦ AI: JOURNEY DRAFTS · IA EXPLORATION

03

DESIGN

From wireframes to high-fidelity UI and scalable design systems in Figma.

✦ AI: VARIANTS · UX COPY · TOKENS

04

VALIDATE

Interactive prototypes and user tests. Every decision checked with real people.

✦ AI: CODED PROTOTYPES · TEST ANALYSIS

CERTIFICATIONS

Scrum Foundation Professional Certificate (SFPC™)
CERTIPROF

Lifelong Learning
CERTIPROF

Gestalt Psychology and Web Design
INTERACTION DESIGN FOUNDATION

The Brain and Technology: Brain Science in Interface Design
INTERACTION DESIGN FOUNDATION

Human-Computer Interaction
INTERACTION DESIGN FOUNDATION

User Research: Methods and Best Practices
INTERACTION DESIGN FOUNDATION

Design Thinking
INTERACTION DESIGN FOUNDATION

UX Designer from Scratch
INTERACTION DESIGN FOUNDATION

LANGUAGES

ITALIAN — NATIVE

ENGLISH — PROFESSIONAL

CONTACT

LET’S DESIGN WHAT’S NEXT.

Open to freelance projects and full-time roles, in Italy or remote.

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LINKEDIN

BEHANCE

FACEBOOK

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