

Maria Eugenia Ciccarelli



Senior Product Designer
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[Portfolio](#) | [LinkedIn](#)

Profile

Senior Product Designer with 5+ years of experience designing complex, data-driven digital products across **renewable energy, robotics, and digital platforms**. Specialized in end-to-end product design for **B2B and B2C systems**, including PV platforms, developer tools, and AI-driven features. Proven ability to translate complex technical requirements into intuitive user experiences and improve usability in high-complexity environments.

Skills

Product & UX Design

Product Design, UX/UI Design, User Research, Usability Testing, Interaction Design, Information Architecture, Complex Systems Design

Methods & Strategy

Design Systems, Prototyping, User Flows, Journey Mapping, Data-Driven Design, Agile, Scrum, Stakeholder Collaboration, Service Design

AI & Emerging Technologies

AI-Assisted Design, Prompt Design, AI Product Integration, Workflow Automation

Technical Collaboration

Rapid Prototyping with Code, Frontend Collaboration, Developer Experience (DX)

Experience

UX UI DESIGNER — Sungrow Deutschland GmbH (Renewable Energy)

Feb 2022 – Present

- Led end-to-end design of multiple digital products, including a balcony PV application, solar system design tool, developer API platform, and AI-powered feature management system.
- Designed for residential and commercial PV system users, simplifying complex energy data and configuration workflows
- Drove a 25% reduction in time-to-completion for complex system configurations by streamlining data-heavy user flows, leading to increased design tool adoption.

- Conducted user research and usability testing to identify pain points and validate design decisions
- Acted as the design owner and strategic partner to PMs and Engineering Leads, ensuring UX solutions aligned with quarterly business objectives and technical roadmaps.

USER INTERFACE DESIGNER — Franka Emika GmbH (Robotics)

Jun 2022 – Nov 2022

- Designed and optimized user flows for robot programming interfaces used by technical users
- Contributed to the development of a scalable design system to ensure consistency across applications
- Led the simplification of core robot programming workflows, resulting in a 40% decrease in critical user errors during setup and measurable improvement in daily task efficiency.
- Championed user experience across cross-functional teams to align UX solutions with technical constraints and product vision.

DIGITAL PRODUCT DESIGNER — GIFFT GmbH (Advertising Services)

Jan 2022 - Jun 2022

- Led end-to-end product design process from research and ideation to delivery and validation
- Designed user flows, wireframes, and high-fidelity interfaces for mobile and web applications
- Collaborated with developers to transform concepts into functional product features
- Improved usability by simplifying workflows and validating solutions through testing

PRODUCT DESIGNER — (Freelancer)

Jan 2019 - Nov 2021

- Delivered end-to-end design solutions across multiple industries, including retail and industrial products
- Conducted user research and applied data insights to inform design decisions
- Designed user experiences, prototypes, and visual interfaces for web and mobile applications
- Improved usability and user experience by simplifying workflows and validating concepts

INDUSTRIAL DESIGNER - MAGNA ELECTRONICS (Automotive industry)

Oct 2020 - Nov 2020

- Leveraged expertise in physical products and systems thinking to inform digital design practices.
- Redesigned mechanical components and assemblies to improve production efficiency
- Developed 3D models and implemented improvements in manufacturing processes

Education

UX Design Certificate — CareerFoundry (Apr 2022 – Nov 2022)

End-to-end UX process including research, prototyping, usability testing, and data-driven design

Diploma in Design & Simulation (SolidWorks) — Technical University of Buenos Aires (2019 – 2020)

Industrial Design — University of Buenos Aires (2012 – 2019)

Equivalent to a combined Bachelor's and Master's degree (European system)

Tools & Technologies

Figma, Vercel (v0), OpenAI Codex, GitHub, Adobe Photoshop, Illustrator, Premiere, After Effects, Rhinoceros, KeyShot, SolidWorks.