ALBERTO GRUARIN

Senior Product Designer

be.gruarin@gmail.com albertogruarin.framer.website linkedin.com/in/albertogruarin Porto, Portugal

Not all complexity should be simplified away. I make it feel manageable for the people who live in it every day. Senior Product Designer specialised in B2B SaaS and desktop platforms, with a background in mobile apps that drive behaviour change. I work best in the messy middle of a problem, before the solution is obvious: leading complex tools from zero to launch and modernizing legacy products for expert and non-expert users, in close collaboration with multidisciplinary teams.

EXPERIENCE

IVC Evidensia (UK) · Remote
Oct 2025 – Present

Senior Product Designer

- Sole designer for the calendar and appointment-booking experience within a company-wide modernization of the PMS used by 500+ veterinary clinics across Canada and France.
- Own end-to-end discovery, research and delivery of a new scheduling platform, now in pilot with 10+ clinics, aimed at reducing booking friction and protecting clinician capacity for care.
- Standardised appointment taxonomy from 123 types into 13 adaptive workflows, capturing structured booking data to give clinics visibility into scheduling utilisation for the first time.
- Grounded the redesign in receptionist and clinician interviews, diary studies and usability testing across both markets — diagnosing 10–15% no-show rates and reschedule effort affecting ~40% of online bookings.

Freelance UX/UI Designer
Feb – Oct 2025

Independent projects and self-directed exploration of new tools and technologies.

Career Break – Travel
Jul 2024 – Feb 2025

Slow travel: cultural immersion, resilience and self-awareness.

3YOURMIND (DE) · Remote
Aug 2022 – Jun 2024

Lead Product Designer

- Led a small design team and defined design strategy helping industry-leading companies adopt on-demand manufacturing.
- Designed and launched a new material-selection tool from zero to launch, helping AM experts choose between 1,200+ production materials.
- Led catalog redesign research and crafted a new information architecture and data-sharing system — 24% increase in stored items.
- Drove design system and UX improvements: simplified basket setup (69% fewer unordered baskets) and a scalable commenting system (50% faster development).

Materialise NV (BE)
Jun 2016 – Jul 2022

UX/UI Designer

- Owned user flow analysis and interface design for Materialise Magics, an industry-standard 3D printing data preparation platform, improving efficiency for expert users while lowering the learning curve for newcomers.
- Research and design lead for a new CAD module to enter a new market segment — 88% satisfaction rate during Beta.
- Designed and integrated the Simulation module from zero to launch, bringing a new user group to the software.
- Improved 3D viewport efficiency and interactivity — 72% reduction in time to complete tree-support structures.

Motosmarty Technologies (BE)
Dec 2014 – Jun 2016

UX/UI Designer

- Researched and designed a mobile app and web dashboard through wireframes, prototypes and usability testing — the app reached #6 in Top New Apps on the Belgian Play Store within weeks of launch.
- Collaborated on branding for the Road Vikings and Digital Driving Pass projects.

EDUCATION

MSc Industrial Design
Eindhoven University of Technology (NL)
2012 – 2014

BSc Industrial Design
Politecnico di Milano (IT)
2007 – 2010

SKILLS

UX/UI Design · Product Strategy · User Research & Testing · User Flows · Information Architecture · Wireframing & Prototyping · Design Systems · Accessibility · Visual Design

WAYS OF WORKING

Stakeholder management · Cross-functional collaboration · Workshop facilitation · Design mentoring · Research operations

TOOLS

Figma · Figma Make · Adobe CC · Miro · Framer · Mobbin · Jira · Confluence · Notion · Slack

AI & Research: Claude · Microsoft 365 Copilot · Dovetail

CONTINUOUS LEARNING

How to Modernize Legacy UX
Workshop with Vitaly Friedman — Aug 2026

Designing for Complex UIs
Workshop with Vitaly Friedman — Jan 2026

LANGUAGES

Italian — Native
English — Full professional
Portuguese · Dutch — Basic

PUBLICATION

StepByStep: Design of an Interactive Pictorial Activity Game for Teaching Generalization Skills to Children with Autism
Entertainment Computing — ICEC 2013