

Alisha Pinoli

Product Designer

EXPERIENCE

Product Designer - Full Time

Block Aero Technologies - Aviation B2B SaaS Startup

Aug 2022 - Present - Hong Kong, SAR

Worked on an aerospace asset lifecycle management platform that enables organizations to increase operational efficiencies and target complex workflows.

- Designed core modules such as Procurement Manager, MRO Manager, and core features such as Claims, and Vendor Quotations.
- Established and maintained a scalable design system, including a library of reusable components and detailed process documentation.
- Created and managed a UX Research Playbook and Repository.
- Results support customer core business volumes exceeding \$200m in value.

UX/UI Designer - Consultant

Phantasia_Idn - B2C Art Marketplace

Aug 2022 - Oct 2022 - London, United Kingdom

- Led user research, created user journeys/flows, and contributed to wireframes/prototypes, iterating based on usability tests.
- Facilitated communication with the client, ensuring alignment and clarity throughout the project.
- Participated in a design sprint, pitched to the client, and smoothly handed off to Phantasia's design/dev team.

Graphic Designer - Contract

Block Aero Technologies - Aviation B2B SaaS Startup

Jan 2020 - May 2022 - Hong Kong SAR

- Redesigned brand identity, boosting recognition and consistency across platforms and website.
- Created interactive visuals, increasing user engagement.
- Developed marketing assets (email templates, social media graphics, banners, pitch decks), driving a 20% increase in lead generation and conversions.

Graphic Designer - Contract

Zebra Hero - Creative Agency and Production

Feb 2020 - Oct 2020 - Berlin, Germany

- Created visuals for ad campaigns, ensuring brand and client alignment.
- Collaborated with copywriters and marketers to produce cohesive and effective advertising materials.
- Used Adobe Creative Suite to design and refine graphics for multiple media platforms.

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EDUCATION

User Experience

Immersive Bootcamp

2022, General Assembly
London, UK

Bachelor of Business Administration - BBA

2019, Donghua University
Shanghai, China

INDUSTRY KNOWLEDGE

Design Systems

Interaction Design

Information Architecture

Rapid Prototyping

Sketching & Wireframing

User Experience

User Interface

User Research

TOOLS & TECHNOLOGIES

Adobe XD / Figma

Google Analytics / Hotjar

Invision / ProtoPie

Jira / Miro

Webflow / Wordpress

OTHER SKILLS

HTML / CSS (basics)

DESIGN LEADERSHIP

Creating order from chaos

Forecasting & planning

Research-based strategy

Team culture building

LANGUAGES

English (neo-native)

Chinese (professional)

Russian (native)