Enea Papa

Product Designer - UX & UI

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PROFILE

Experienced product designer with over 8 years of expertise. Dedicated to crafting seamless user experiences by integrating real user insights to drive business growth.

SKILLS

- Strategic thinking & problem-solving
- Data driven decision-making
- Cross-functional collaboration
- Wireframing / Prototyping
- WEB3 / Dapps
- UX Research (Flows, A/B Testing, User Interviews, HotJar)

TOOLS

- Figma, Miro, Adobe XD, Spline and any other UI tool
- After Effects Ui animation - Lottie
- Photoshop, Illustrator

CODE

- HTML, CSS (Sass/SCSS)
- JavaScript
- Visual Studio Code / Github

EDUCATION

Bachelors in Computer Science

University of Hertfordshire

2010 - 2013

EXPERIENCE

Finraly
Apr 2023 – Mar 2025
remote - Luxembourg & London,UK

Lead Designer - Contract

- Led and launched Finraly's automotive B2B commerce platform, merging credit solutions with a fully responsive e-commerce experience for dealerships.
- Partnered with cross-functional teams to deliver a user-friendly platform, driving **85%** CSAT and **45%** higher deal closures.
- Defined the future roadmap, including AI-powered recommendations and real-time market analysis, to position Finraly as a leader in automotive B2B.

Shapeshift Web3
Oct 2024 – Dec 2024
Remote

UX/UI Designer - Freelance

Improved the UI for the lending and borrowing platform, focusing on data display and risk indicators based on the discord community governance and requests.

GFK
Dec 2020 – Apr 2023
London, UK

Lead Product Designer - Contract

- Reached a revenue surge of **76.2%** in our forecasting module through the implementation of data-driven research findings powered by generative text AI and machine learning capabilities (source: *internal subscription data*)
- Achieved a **64%** reduction in processing time for the internal management subscriptions system by enhancing existing MUI components, resulting in significant improvements to team efficiency (KPI: *Average Time on Task)*

UK Atomic Energy
Oct 2018 – Oct 2020
Oxford, UK

UX/UI Designer and Web Developer - Contract

- Led the design and development of a web app for the facility's safety program, achieving a forecasted reduction in administrative expenses and earning a **94%** positive feedback during the initial rollout (KPI: *CSAT survey*)
- Designed and developed a multi-level project management web app that facilitates interaction between clients and service providers

Freelance
Sep 2014 – Oct 2018
Athens, Greece - Oxford, UK

Product Designer and Front End Developer

Collaborated with agencies and primarily worked on solo projects, specializing in branding, and responsive UI design. Examples include:

- **Bestpet e-shop** - Achieved a 75% satisfaction rate with new UI designs tested via A/B testing (source: Typeform survey & Google Analytics)
- **Momentum Group Entertainment** – Designed and developed the UI for websites such as Akanthus, including the implementation of a booking system for hosting various events

Webflow
Aug 2013 – Oct 2014
Athens, Greece

Product Designer - Permanent