

Michela Vieri

Product Designer & Engineer | Portfolio: michelavieri.com

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PROFESSIONAL OVERVIEW

Product Designer with 3+ years of experience shipping end-to-end web products across B2C and B2B. Combines UX thinking with frontend engineering to translate user insights into production-ready solutions. Experienced in balancing user needs, business goals, and technical constraints.

WORK EXPERIENCE

Freelance Product Designer & Engineer | Blank Design & Solutions

MAY 2025 – PRESENT

Selected projects from 12+ freelance works in blankdesignsolutions.com:

- **Vieri Fleur:** Identified a ~31% drop-off before catalogue exploration through analytics and interviews. Redesigned the homepage as an intent-driven entry point that surfaced product discovery earlier in the journey, reducing friction and reducing reliance on manual WhatsApp enquiries during early discovery. Built and shipped with Next.js + Stripe
- **Subway Catering:** Designed a scalable sandwich customization flow for large catering orders, balancing flexibility with usability to reduce ordering complexity at scale. Built and shipped with React + Stripe
- **CDPlusA (9 countries):** Redesigned and migrated legacy WordPress sites to Wix CMS, creating a scalable content structure that enabled regional teams to independently manage localized content

Product Designer | Sembly, Singapore

MAY 2023 – MAY 2025

- Designed end-to-end collaborative workflows, including a consensus summary feature focused on balancing transparency, anonymity, and trust in team decision-making
- Designed AI dashboards and conversational interfaces used by cross-functional teams to refine AI-generated outputs
- Built and maintained a Figma design system and React component library (Radix UI, TypeScript), improving consistency and reducing design-to-development friction
- Collaborated with backend engineers on API schema design and edge case handling to ensure feasibility from early stages

Frontend Engineer Intern | SEA Labs, Singapore

JAN – AUG 2022

- Built and shipped 9 React applications during early development of Sea Cloud with reusable UI components. Presented Sea Cloud's new features to Sea's VP at a company all-hands, representing a 50-person team

UI/UX Designer Intern | Shopee, Singapore

MAY – AUG 2021

- Conducted competitive analysis and behavioral analysis (CTR, session recordings) to inform group order feature decisions
- Designed icons and contributed to design system components used across Shopee Food Vietnam (1M+ MAU)

Product Design Engineer Intern | Dateideas, Singapore

DEC 2020 – JAN 2021

- Led end-to-end design and implementation of React Native features for a Singapore-based couples activity booking platform
- Conducted user interviews and usability testing to uncover friction points and inform feature decisions

EDUCATION

National University of Singapore

Graduated: 2023

B.Comp in Information Systems | Specialisation: Digital Product & Platform Management | CAP 4.55/5.00 | Dean's List AY22/23

Teaching Assistant: CS2040 Data Structures & Algorithms & CS1010J Programming Methodology

SKILLS

Design: Product Design · Design Systems · Interaction Design · UX Research · Prototyping · Usability Testing · Figma · Accessibility

Dev: React · Next.js · TypeScript · TailwindCSS · React Native · HTML/CSS · Github · Claude Code · Jira