



FEDERICO BACCETTI

UX/UI Designer | Service Designer

- +39 347 0313 500
- federico.baccetti92@gmail.com
- federicobaccetti.com
- Via di Tassinaia n°211/C, Monteroni d'Arbia, Siena (SI) 53014

PROFESSIONAL PROFILE

Senior UX/UI & Service Designer with 6 years of experience in designing interfaces, digital platforms, and value-added services in the industrial sector. I work with an end-to-end approach, from understanding user needs to defining concrete, scalable, and consistent UX/UI solutions. I maintain a continuous improvement mindset, updating methods, tools, and skills in line with market evolution, user needs, and emerging technologies, with particular focus on AI, LLMs, and advanced prototyping tools.

WORK EXPERIENCE

UX & Service Designer 02/2020 – present
SECO S.p.A. Siena – SI
Arezzo – AR

- UX/UI experience design for digital platforms, interfaces, and services in the industrial and IoT sectors
- Ideation, wireframing, and rapid prototyping of interfaces and digital solutions
- User research, needs analysis, and UX strategy definition to translate technical and business requirements into usable and scalable solutions
- Design leadership in coordinating UX/UI activities, mentoring, and supporting internal and external teams throughout all design phases

Graphic & Web Designer 11/2018 – 12/2020
MG Group Italia Bettolle, Sinalunga – SI

- Website development using CMS, managing page structure, layout, and content.
- Graphic design of communication materials for digital and print media.
- Preparation of files and graphic materials for publication or production.

EDUCATION

Master's Degree in Strategies and Techniques of Communication, Experience Design Curriculum 2021
University of Siena Siena

Bachelor's Degree in Communication, Languages and Cultures 2017
University of Siena Siena

CERTIFICATIONS

Figma: from Zero to Hero - Advanced Masterclass 2024
Talent Garden Innovation School [URL](#)

LANGUAGES

Italian Native ●●●●● English Advanced ●●●●●

SKILLS

Figma

UI design, prototyping, components, variables, auto-layout, and developer handoff.

Design System

Creation, management, and evolution of component libraries, UI guidelines, patterns, and documentation.

LLM & AI Tools

Use of generative artificial intelligence tools for research, synthesis, ideation, and design support.

AI-Assisted Development Tools

Use of Codex and Claude for rapid prototyping, interface exploration, and support in defining digital solutions.

Adobe Photoshop & Illustrator

Creation, adaptation, and optimization of graphic assets for interfaces and digital content.

PUBLICATIONS

The Evolution of Computed Tomography (CT) and Its User Interface: A Contextual and Comparative Analysis of Some of the Most Used Solutions
Springer - IEA 2018
Parlangeli Oronzo, Giani Alessandra, Baccetti Federico, Bonanno Ilaria, Iervolino Ylenia, Todisco Marino, Ricci Renzo, Guidi Stefano