

Andrea Zito

Digital experience designer



Hi, I'm Andrea, a product-oriented UI and digital experience designer with 5+ years of experience building intuitive and scalable digital products. At EssilorLuxottica, I design end-to-end experiences for professional B2B platforms, translating complex business and user needs into clear, efficient, and high-quality solutions. I combine strategic thinking, interaction design, and visual craft to simplify complexity, improve workflows, and build consistent design systems, collaborating closely with cross-functional teams to deliver meaningful user and business impact.

Work experience

EssilorLuxottica - Milan

January 2025 - ongoing

Digital experience designer

- Design end-to-end user experiences for complex B2B platforms, transforming business and user needs into intuitive, scalable solutions.
- Create engaging digital experiences for corporate events and industry fairs, enhancing brand presence and user engagement.

May 2021 - December 2024

UI designer

- New feature development and replatforming of luxury brands' e-commerce websites.
- Design system creation, implementation, and maintenance.
- A/B tests and user testing to support conversion rate optimization.

Mooney - Milan

August 2020 - April 2021

Product designer

- Design of B2B merchant portal to optimise finance management (invoicing, payment of utilities, top-ups), and B2C app and website user flows.

Education

September 2018 - April 2021

Digital & Interaction Design (MSc)

Politecnico di Milano, Italy

September 2015 - July 2018

Product Design (BSc)

Politecnico di Milano, Italy

Languages

Italian	English
Native speaker	Advanced, C2
Spanish	Finnish
Intermediate, B1	CEFR A2

Software and skills

Figma - Adobe Suite - Spline -
Midjourney - Monetate -
Atlassian suite

Contacts

✉ andreaquito11@gmail.com

☎ +39 3455440430

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.