

# Federico Campochiaro

## UX / Product Designer – AI-Assisted Prototyping & Complex Software

Designer with a software engineering background and 5+ years of experience shaping clear, implementable digital products. I like fast-paced environments where ideas can be tested quickly, using tools like Codex, OpenCode and v0 to move from design to prototype faster. I'm independent, collaborative and user-focused, with a strong belief in research, feedback and iteration.



### INFORMATION

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### EDUCATION

#### DTU, Kgs Lyngby

- M.sc in Computer Science Engineering
- Elective in User Experience Engineering, Innovation & Product Development

#### Università degli studi di Salerno, Fisciano

- B.sc in Computer Science
- Elective in Human-Machine Interaction

#### Coursera

- Google UX Design Certificate

### SKILLS

- UX Design
- Product Design
- User Flows
- Wireframing
- AI Assisted Fast Prototyping
- Usability Testing
- Design Systems
- Stakeholder Alignment
- Requirements Framing
- Agile Collaboration
- Documentation

### WORK EXPERIENCE

#### UX/UI Designer

RealView A/S | *Januar 2026 - Present*

- Led end-to-end product discovery, from market and competitor analysis to problem definition, user assumptions and product opportunities.
- Designed and rapidly iterated web and mobile app concepts through wireframes, high-fidelity UI flows based on user, stakeholder and business feedback.
- Built functional AI-assisted prototypes with tools such as Codex, OpenCode and v0, turning design concepts into testable product experiences faster.
- Defined product structure and growth logic, including freemium/enterprise feature tiers, sharing flows, onboarding logic and concept documentation.

#### Product Designer

Hi Drinks ApS | *March 2025 - May 2025*

- Evaluated secondary quantitative and qualitative researches for a limited-edition energy drink flavour (taste surveys, user interviews, competitors' audits).
- Developed digital and printed promotional materials to support supermarket campaigns and boost brand visibility.

#### Creative Manager / Multimedia Designer

Sandrew Metronome A/S | *December 2021 - July 2024*

- Designed, crafted and delivered original artworks, videos and other visual assets dedicated to digital stores.
- Conducted UX research with the scope of redesigning the company's website to emphasise key services and improve navigation flow and usability.
- Designed the prototype of an internal dashboard for stakeholders, streamlining insights and trends based on big data. Collaborated closely with the developer who implemented the design.

#### UX/UI Designer

Sumondo ApS | *Januar 2019 - Januar 2020*

- Conducted user research to understand what additional application features to build and usability tests during the design phase.
- Designed a fully operational prototype of the application interface with core and additional features.
- Translated test insights into design refinements for better user experience.

## LANGUAGES

- English - Proficient
- Danish - Intermediate
- Italian - Native

## SOFTWARE SKILLS

- Codex
- v0
- OpenCode
- Figma / Figjam
- Miro
- Trello / Slack
- Notion
- Google Stitch
- Atlassian Tools
- Claude Code / Codex
- Monday
- Lovable
- MidJourney
- ChatGPT / Gemini / Claude
- DaVinci Resolve Studio
- Meta Advertising
- HTML/CSS
- Javascript
- Java
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe After Effects

## Software Engineer - Java Developer

Nordea A/S | January 2017 - January 2019

- Developed and maintained internal interfaces transforming large-scale daily calculation outputs into structured datasets accessible to business analysts, improving clarity and reliability of information.
- Collaborated in a SCRUM team within a highly regulated environment, aligning technical implementation with business and compliance requirements.
- Built a strong understanding of data pipelines, system constraints and structured stakeholder workflows within a regulated environment.

## OTHER EXPERIENCE

### Video Producer, Motion Designer, Director

Campochiaro Graphics - Freelancer | May 2020 - Present

- Freelancer video producer with focus on storytelling, specifically in music and film industry, with a strong passion for video shooting and editing.
- Participated to bigger film productions with different roles, ranging from gaffer/runner to camera operator/assistant, editor and colorist.
- Expertise in photo and cinema gear, equipped with personal tripods, gimbal, and video monitors. Skilled in handling light equipment, typically rented.

### Photographer, SoMe Content Creator

Spillestedet Stengade - Volunteer | February 2019 - Present

- Produced visual content for concerts and cultural events under tight time constraints, balancing artistic expression with promotional goals.
- Collaborated with organizers, artists and communication teams to capture material aligned with event identity and audience expectations.
- Developed strong sensitivity to narrative, atmosphere and audience perception.