

Marco Amato

Product Designer

0-to-1 products for startups · Founder experience · Design systems built for AI-assisted development

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SUMMARY

Product designer with 5 years of experience taking products from zero to launch, mostly with early-stage teams. I was the sole designer on a health product shipped to every patient of its vertical, I founded and ran a coliving business with paying customers, and I now build design systems at THINGS that serve both product teams and AI-assisted UI generation. I like owning the whole arc: framing the problem, making the call, shipping the screens.

EXPERIENCE

THINGS — Product Designer

Mar 2024 – Present · Full-time, remote

Design and innovation agency building digital, AI and connected products for startups, SMEs and enterprise clients.

- Product designer across 18 client products, from consumer apps to EU-funded research projects (urban mobility, city heritage).
- Worked on the full redesign of Twinkly, a global smart-lighting consumer brand, across every customer touchpoint: design system, app, packaging and website.
- Built and rebuilt design systems in Figma for startups including Genyo (full componentization paired with a product-wide redesign) and Orbit (components, tokens, documentation), structured to serve both product teams and AI-assisted UI generation (Claude Code, Copilot).
- Defined token architectures and naming conventions that let AI tools generate consistent, on-brand UI; use Claude Code and ChatGPT daily for research synthesis, documentation and UI generation.
- Ran WCAG 2.1 AA audits and built accessibility into components, so compliance is the default rather than a fix at the end.

Holma Living — Co-founder & Product Lead

Oct 2024 – Jun 2025 · Alongside THINGS

Pop-up coliving for remote workers in emerging European destinations. Built brand, product and operations from scratch to validate the idea with paying customers.

- Interviewed 40+ digital nomads, designed the UX/UI in Figma and shipped the website in Framer, prioritising speed to market.
- Ran 2 pilot trips (Sagres, Portugal; Fuerteventura, Spain) to test the model in the field.
- Led a team of 3 (social media, operations, community), making daily product and business calls with limited resources.

Results: 60+ guests hosted · 40%+ of first-trip guests booked a second trip · booking requests grew ~40% after the booking-flow redesign

Serenis — Product Designer

Jul 2024 – Oct 2024 · Contract, alongside THINGS

Italian online medical centre known for psychotherapy. I designed the patient experience of its new nutrition vertical.

- Sole designer, working with one PM: took the vertical from kickoff to launch in about 12 weeks.
- Designed a food diary built around hunger, context and emotion instead of calorie counting, a deliberate call for a mental-health platform.
- Extended the existing design system with new patterns (diary, meal entry, emotional scales) for desktop and mobile.
- Ran usability tests before launch to catch flow issues early.

Result: shipped on schedule and rolled out to every nutrition patient, not a pilot cohort.

Donux — Product Designer

Aug 2021 – Mar 2024 · Full-time, remote

Product studio and startup builder (partner of Startup Bakery) taking companies from idea to exit.

- Took 3+ products from zero to launch, working across naming, branding, product strategy and UX/UI.
- Built a design system for each product (components, tokens, docs), later the studio's foundation for new products.
- Facilitated 50+ workshops with founders and developers: discovery, prioritisation, design sprints, launch planning.

SKILLS

Product: product discovery, UX research, usability testing, information architecture, prototyping, workshop facilitation

Systems: design systems, design tokens, accessibility (WCAG 2.1 AA)

Tools: Figma, Framer, Claude Code, ChatGPT, Maze, Miro, Notion

EDUCATION

B.A. Digital Communication Design, 110/110

IAAD, Turin, Italy · 2018 – 2021

LANGUAGES

Italian (native) · English (professional)