



Paolo Papania

Digital Concept Development Student

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Designer who codes, developer who designs. Connecting these two worlds, ensuring the user (and the business of course) comes first. My background ranges from conducting user research and building UI, to coding design systems in Storybook, to developing applications. My expertise, however, lies within the UX/UI domain: wireframes, prototyping, design systems, user journeys, and the buzz words go on. Always curious about emerging trends: new UI libraries, novel research methods, user testing tools, or AI advancements. I love tech.

Work Experience

Freelance

Free-time

January 2023 - Present

Working with customers as a UX/UI designer and frontend developer to produce websites

RaskRask

Full-time

January 2024 - June 2024

Frontend developer internship with my thesis focusing on both frontend and UX/UI Design

Skills

Software

Figma
Figjam
Maze
Storybook
Miro, Mural

Programming

HTML + CSS
Javascript
React
Next.js
Typescript
Git

Design

User Research
User Journeys
Storyboards
Personas
IA - Sitemaps
Design Systems
Wireframing
Prototyping
User Testing

Recent Projects

Grundfos

Feb 2025

UX/UI Design

E-Learning Platform Improvements

- Conducted business analyses to get a better understanding of the client
- Researched e-learning platforms, competitors, cognitive learning patterns
- Redesigned existing platform using Figma including proposed features
- Developed an implementation plan for rollout.

MaxiZoo Rewards

Dec 2024

UX/UI Design

Value Creation - Loyalty Program

- Developed a digital app concept to improve customer loyalty and engagement for Maxi Zoo, based on user research from surveys, interviews, and ethnographic studies.
- Applied Design Thinking methodologies, including empathy mapping and "How Might We" questions, to identify user needs and pain points.
- Created a prototype in Figma featuring user onboarding, points tracking, pet profiles, and family engagement tools.

Harmony UI

July 2024

UX/UI Designer

Development of a Comprehensive Design System

- Developed a design system to ensure consistency, scalability and efficiency using Atomic Design
- Created a component library of reusable UI components ensuring consistency and brand alignment to streamline the design and development phase
- Designed complex components and moved them over to Storybook

Education

Top-up - Digital Concept Development

Aug 2024 - Present

Erhvervsakademi Aarhus

This degree consists of digital value creation, UX & UI design, digital concepts, digital business strategies & analyses and, interactive design and development.

AP - Multimedia Design

Aug 2022 - July 2024

Erhvervsakademi Aarhus

Program incorporates topics such as UX & UI design, front-end development, use research, mockups, prototyping, usability testing and information architecture.