

Hi, I'm Deborah Perera

Product Designer | UX Strategy

· AI-Driven Experiences · Digital Products

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• Portfolio website coded with HTML, CSS, JS & AI tools



Summary

Product Designer with 5+ years of experience designing user-centered digital products across fashion, luxury retail, and SaaS platforms.

Experienced in **end-to-end product design**, from research and problem definition to prototyping, testing, and product delivery. I specialize in simplifying complex systems into intuitive digital experiences.

Experience

Senior Product Designer | 4Gift

Apr 2023 – Present | Milan • Hybrid

Lead product design for an **AI-powered luxury retail platform** used by premium fashion brands.

- Designed and launched **AI-powered product search functionality** for luxury brands including Elisabetta Franchi and Luisa Spagnoli, increasing user engagement by 35%
- Designed digital gifting experiences for premium fashion houses including Valentino and Burberry, **improving purchase conversion by 28%**
- Led UX design for **Dior Baby Gift List**, developing wishlist and recommendation flows for boutique clients
- Collaborated with product managers and engineers to deliver scalable product features across luxury brand platforms

Associate Product Designer | ASOS

Apr 2022 – Apr 2023 | London • Hybrid

Led user-centered design initiatives for one of the world's largest fashion **e-commerce platforms**.

- Improved mobile product page UX, optimizing CTA placement and product media carousels, **increasing conversion by 18%**
- Designed product layouts for beauty brands including MAC, improving mobile product discovery
- Conducted usability testing and user research to inform design decisions and product improvements
- Collaborated with designers, product managers, and engineers in a cross-functional agile team

Junior Product Designer | Masabi Ltd

Mar 2021 – Mar 2022 | London • Hybrid

Designed digital products for **B2B transport and ticketing platforms** used by global transit operators.

- Designed complex back-office interfaces for transport authorities including Calgary Transit
- Created scalable ticketing application experiences adaptable across multiple regional markets

DESIGN & UX

User-Centered Design • UX Strategy • Interaction Design • Design Systems • Mobile-First Design • Prototyping • User Research • Usability Testing • A/B Testing

TOOLS & TECHNICAL

Figma • Sketch • Adobe Creative Suite • Hotjar • Google Analytics • HTML5 • CSS3 • JavaScript • Git

AI TOOLS

Figma AI • Claude • ChatGPT • Midjourney • DALL-E • Notion AI

Used for design exploration and rapid prototyping.

EDUCATION

NABA - Bachelor's Degree

Industrial and Product Design

110/110 (First Class)

2012-2016, Milan

General Assembly

UX Design Intensive

2019-2020

General Assembly

Front-End Dev Bootcamp

Jan 2024-Apr 2024

LANGUAGES

Italian - Native

English - Fluent

Spanish - Conversational