

Erika Michielon

Senior product designer shipping with AI

With 8 years of experience and a positive can-do attitude, I enjoy working on products end-to-end, collaborating with users, researchers, developers, product managers and AI assistants. With a human-centered design approach, I enjoy tackling complex problems, building great products, and I always try to have (qualitative or quantitative) reason behind the design decisions I make.

I'm looking for a small, informal team chasing an ambitious mission, where I can wear multiple hats, be in touch with users, ship and learn quickly, and have fun along the way.

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Based in Cork, Ireland

Experience

Product designer / AI builder · January 2026 – June 2026

Prezi · Swoop.it / remote from Ireland

- Part of a new team of fast-paced builders (3 designers, 3 PMs and 12 engineers) focused on Prezi's biggest AI bet. In 6 months, we designed and shipped Swoop, an AI platform to create visual formats (like presentations and social posts) with AI agents.
- Designed and built features end-to-end with AI-assisted code, shipping daily.
- Designed the initial component-based creation system, an AI brand system (to detect and recreate brands from documents and websites), refined UI and agent chat behaviour, and owned the social posts format end-to-end (leading a small squad, shaping agent behaviour, and designing the full user experience).

Product designer · July 2022 – December 2025

Prezi · Infogram.com / remote from Ireland

- Solo designer on a small but mighty cross-functional team evolving Infogram — Prezi's standalone platform for interactive data visualization. Worked in a trio with EM and PM (taking up this role at times) to spot opportunities and set the direction, backed by user interviews, unmoderated testing, and product analytics.
- Worked across the whole product — leading the dashboard redesign (+12% YoY core pages discoverability), sign-up flow (AB test, +37% upgrades), templates page (+20% projects created), AI chart suggestion feature (+7.5% charts success), several initiatives to improve the editing experience, new features for interactive charts, and contributing visual updates (html+css), to a localized UI (5 languages supported).

Product designer · March 2020 – December 2024

SOL75.com (side project)

- Built and shipped a web app for a 3D printing niche, as an indie project in a team of 2. Involved in every step of the process, from research to launch, setting product goals, identifying opportunities, and iterating after users' feedback (24+ usability tests).

UX/UI designer · February 2020 – June 2022

Experientia / Torino, Italy

- Working in an international consultancy with a strong human centered design approach. Backed by UX researchers' findings and insights, I was responsible for designing and prototyping interactive experiences, including UI design and specs. Translated clients' and users' needs into digital experiences, considering technical constraints, in 10+ projects in the fields of health, finance and urban development.
- In a team of 4 (2 designers + 2 researchers), over a 5-month project, redesigned part of a therapy decision-support tool for neurologists.

UX designer · July 2018 – February 2020

Deltatre / Torino, Italy

- Focused on interaction design, for top companies in the sport industry (e.g.: Juventus, NFL). From concept to delivery, designed and prototyped features for DIVA, an advanced video player for smart tv, desktop, tablet and mobile.

Skills and tools

Design

Product design, interaction design, design system, branding, product management, prototyping, information architecture, accessibility, AI prompting, code-based prototyping, Figma, Claude.

Research and analysis: user research, usability testing, desktop research, A/B testing, Mitzu, Lyssna, Hotjar, PostHog.

Collaboration: working remotely since 2022 – Slack, Jira, Notion, GitHub.

Education

MA in Communication Design

IUSVE / Venice, Italy

BA in Communication

University of Padova / Padova, Italy

Erasmus

Université Libre de Bruxelles /
Bruxelles, Belgium