

Tobia Corona / Product Designer

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Nerd and curious about everything related to innovation, technology, and evolution.

Experience

Product Design Lead at Timeflow *Jan 2025 - Apr 2026 | Milan*

- I have redefined the operational approach of the design/tech department through the implementation of a structured task management system. I replaced informal handoffs with clear pipelines (via ClickUp), introducing visibility on priorities, dependencies, and progress. This has allowed for scaling deliveries while maintaining quality and predictability.
- I collaborate with the CTO, COO, and Head of Sales in defining the medium to long-term product vision. My role goes beyond crafting on Figma: I contribute to identifying new opportunities, defining the modular architecture of the platform, and translating complex business needs into sustainable and scalable product solutions.
- I led an end-to-end redesign of the platform to address structural UX issues (non-intuitive navigation, circular flows, weak visual hierarchy) that impacted adoption and user satisfaction. At the same time, I manage the continuous development of custom evolutions for enterprise clients.
- I represent design and product directly with decision-makers of Timeflow's Enterprise, Mid-Market, and SMB clients. I conduct product presentation sessions, demos of new features, and discovery interviews to ensure that the product evolves in line with operational complexities and B2B context expectations.

Product Designer at PlanetSmartCity *2019 - 2025 | Turin, London*

- I led an international team of 8 designers (Italy, UK, India, Brazil) in orchestrating a complete corporate rebranding. Developed a brand book and style guide that unified the visual identity across digital products and physical touchpoints, creating consistency in a multi-country organization.
- Implemented and maintained an enterprise Design System that reduced time-to-market for new features by about half. Continuous collaboration with engineering to optimize component performance and consolidate an efficient and scalable designer-developer workflow.
- Designed key features for the neighborhood app Planet APP (consumer-facing) and for the IoT application Planet SIM (utility management for large Indian condominiums). Results: +22% active usage, 10,000+ downloads, 24% reduction in energy consumption through smart control interfaces.
- Redesigned the corporate information architecture by consolidating 4 fragmented local sites into a single global web presence, improving discoverability and reducing maintenance complexity.

Early Career *2016 - 2019 | Turin, Milan*

- Digital Designer at Eni Plenitude: Created graphic templates and guidelines for the company's internal communication platform (Workplace by Meta) as a thesis project, contributing to structuring the visual style of corporate publications.
- Freelance: Collaborations with diverse clients including Wonderful Copenhagen (architectural photography and product placement), Fondo Ambiente Italiano (promotional materials for cultural events), and small local businesses (website development).

Education

Bachelor's in Digital Communication Design | IAAD *2015-2018 | Turin, TO*
Google UX Design Professional Certificate | Coursera *2024 | Online*
Master's in Blockchain & Digital Assets | MasterZ *2023 | Online*
High School Diploma in Scientific Studies | Giordano Bruno *2011-2015 | Albenga, SV*

Design Skills

Research: User Interviews • Ethnographic Research • Personas • Journey Mapping • Information Architecture • Stakeholder Interviews

Design: Design Systems • Responsive Design • Accessibility Standards • Branding Integration • Wireframing • Art Direction • Analytics

Prototyping: Interaction Design • Advanced Prototyping • Micro Animations • Advanced Component Libraries • UX Testing • A/B Testing