PORTFOLIO 2026

Daniele Sollai

UX/UI & Web Designer

ds-ux.com danielesollai.design@outlook.it linkedin.com/in/danielesollai Cagliari, Sardinia

ABOUT ME

UX/UI & Web Designer

I design digital products and develop them in full — from research to the final line of code.

I'm Daniele, a UX/UI and web designer based in Cagliari, Sardinia. I hold a Master's degree in Experience Design from the University of Siena, and I take projects end to end: **research, interface design and full development, through to launch**.

I approach user experience by combining analysis, research and a strong focus on visual and empathetic communication. Because I also build what I design, I think in systems (tokens, components, states) and I know what it takes to get from a Figma frame to a fast, accessible page in production.

To me, designing means **observing, listening and constantly improving**.



BASED IN
Cagliari, Sardinia — ready to work all over the world

EDUCATION
Master's Degree in Experience Design, University of Siena (2025)

EXPERIENCE
Freelance since 2021 · Esercizi Svolti team

LANGUAGES
Italian (native) · English

Education & experience

EDUCATION



2025

Master's Degree in Technologies and Methods for Experience Design

UNIVERSITY OF SIENA

User research, prototyping and experience evaluation applied to real digital products. Thesis: a Design Thinking study of the McDonald's app with 8 users (case study 01).



2021

Bachelor's Degree in Languages and Communication

UNIVERSITY OF CAGLIARI

Intercultural and linguistic communication: the foundation of my empathy for very different user needs.

EXPERIENCE

2021 — TODAY

Freelance UX/UI Designer & Front-end Developer

DS · DS-UX.COM

End-to-end digital products for clients: research, Figma prototypes reviewed with stakeholders, production code, launch and continuous improvement.

2026 — TODAY

UX/UI Designer & Developer — Esercizi Svolti

TEAM MEMBER · E-LEARNING

Logo, design system and custom WordPress theme; daily collaboration with the content team behind 400+ exercises and articles.

2024 — 2025

UX/UI Intern — Dirty Work

WEB AGENCY

Digital projects and content creation alongside the creative team.

How I work

The same user-centred process on every project, whatever the product or the client. No templates: every product starts from the people who will use it.

01

Discover

Brief and interviews with stakeholders: who the users are, what they need, what competitors do.

STAKEHOLDER INTERVIEWS · USER NEEDS · BENCHMARK

02

Design

Information architecture and flows, then Figma mock-ups iterated over several versions with the client or the team.

USER FLOWS · FIGMA MOCK-UPS · ITERATIONS

03

Build

I write the production code myself, so what was designed is exactly what ships.

HTML · CSS · JS · WORDPRESS · DESIGN TOKENS

04

Test & iterate

Testing, launch and continuous improvement: most of my products keep evolving after go-live.

USABILITY TESTS · SEO · ITERATION

Skills & tools

A designer who ships: research and interface design on one side, production-ready front-end on the other.

UX RESEARCH

- User interviews
- Diary studies
- Usability testing
- Wizard-of-Oz prototypes
- Point of View & Why–How laddering
- Feedback capture grid
- Heuristic review (Laws of UX)
- Competitive benchmarking

UI & VISUAL DESIGN

- Information architecture & user flows
- Wireframes & hi-fi prototypes
- Interaction & micro-interactions
- Design systems & tokens
- Logo & visual identity design
- Typography & colour
- Responsive, mobile-first layouts

FRONT-END

- Semantic HTML
- CSS: custom properties, grid, fluid type, animation
- Vanilla JavaScript
- WordPress custom themes & WooCommerce
- Static sites on Netlify · Git
- Technical SEO & structured data
- Accessibility & performance basics

TOOLS

- Figma
- Adobe XD
- Photoshop · Illustrator
- Canva
- VS Code
- AI-assisted development (Claude Code)
- Google Workspace · Microsoft Office

SOFT SKILLS Empathetic communication · Problem solving · Visual thinking · Presenting design to clients & stakeholders · Teamwork

Selected work

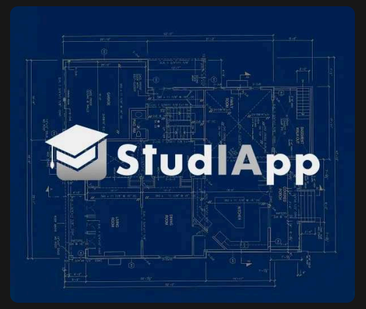
Projects I have followed from start to finish — from research and design all the way to code. Six case studies, four more at a glance.



01
McDonald's App
UX RESEARCH · UI DESIGN



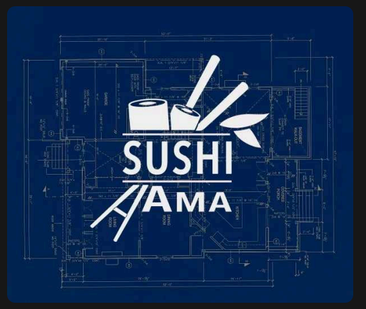
02
Esercizi Svolti
LOGO · UX/UI · CODE · TEAM



03
StudIApp
PRODUCT DESIGN · AI EDTECH



04
ds-ux.com
DESIGN · CODE · LOGO



05
Sushi Ama
UX · ORDERING FLOW · CODE



06
Be!Move
UX · FRONT-END

AT A GLANCE



07 **Milly Macis**
TATTOO ARTIST



08 **Portrait Delights**
PHOTOGRAPHER PORTFOLIO



09 **Francesco Atzeni**
TRAINER & NUTRITIONIST



10 **Blueteam**
B2B TECHNICAL SERVICES

EMPATHISE DEFINE IDEATE PROTOTYPE TEST

CASE STUDY 01 · MASTER'S THESIS · UNIVERSITY OF SIENA · 2025

McDonald's app redesign

A Design Thinking study of the McDonald's Italy app with eight real users — from diary studies to a tested redesign of the whole ordering journey.

ROLE	Solo UX researcher & UI designer
PARTICIPANTS	8 users, involved in every phase
METHODS	Diary studies · interviews · Laws of UX review · benchmark vs Burger King & KFC · POV · Why–How laddering · Wizard-of-Oz testing
TOOLS	Figma

Academic project — not affiliated with or endorsed by McDonald's.

THE PROBLEM

People valued the app for its offers and for skipping the queue — but the ordering journey kept breaking their trust: restaurants shown as closed during opening hours, pickup times hidden until after payment, crashes at checkout, a hard-to-scan menu, one coupon per order, and McDelivery sending them out to Glovo, Deliveroo or Just Eat.



Diary studies — participants documented their real orders with photos, screenshots and short messages; 1:1 interviews followed.

EMPATHISE **DEFINE** **IDEATE** PROTOTYPE TEST

Four insights, one challenge

01 **TRUST**
"I need to know the restaurant is open — and when my order will be ready — before I pay."

02 **STRUCTURE**
Ordering in-store and delivery lived in two separate tabs; the menu was hard to scan.

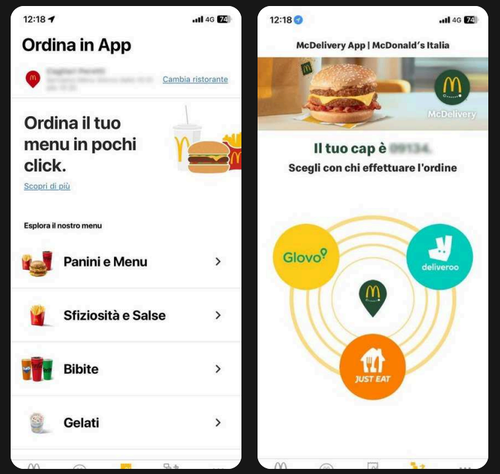
03 **FLEXIBILITY**
One offer per order, and no way to customise a product inside an offer.

04 **CONTINUITY**
Delivery handed users over to third-party apps, breaking the flow.

POINT OF VIEW

The app user needs a **reliable, smooth and customisable** ordering experience, because inaccurate opening and pickup times, technical errors, unintuitive navigation and rigid offers erode their trust.

BEFORE



Two tabs to order; delivery sends you to partner apps.

AFTER



One Order tab; delivery completed and tracked in-app.

BOTTOM NAVIGATION

BEFORE	Home	Offers & News	~~Order in App~~	~~McDelivery~~	More
AFTER	Home	Offers	**Order**	**Products**	More

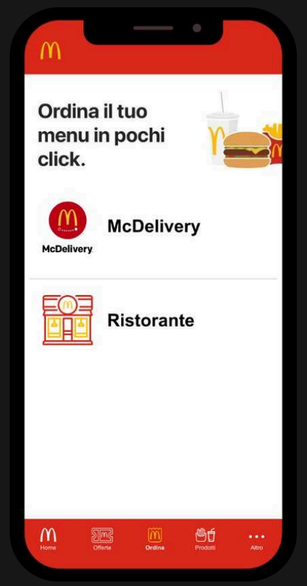
WHY–HOW LADDERING · EXAMPLE

PROBLEM	Pickup time hidden until after payment; restaurants shown as closed.
WHY FIX IT?	Users need to trust the app and feel in control of their order.
HOW?	Show precise times before payment, sync app and restaurant in real time, confirm every status change.

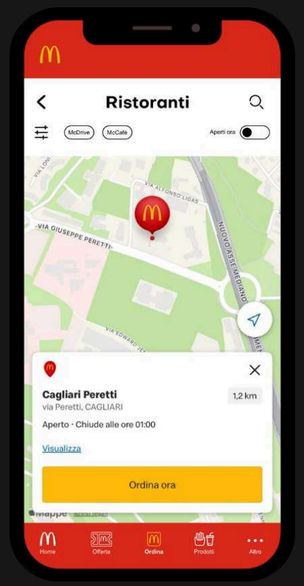
EMPATHISE DEFINE IDEATE **PROTOTYPE** TEST

The redesign: one clear way to order

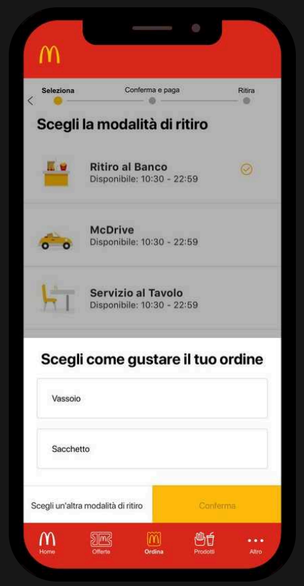
High-fidelity mock-ups in Figma for every section — Home, Offers, Order, Products, More — with simpler flows, more accessible features and stronger visual consistency. Coupons can now be combined in one order.



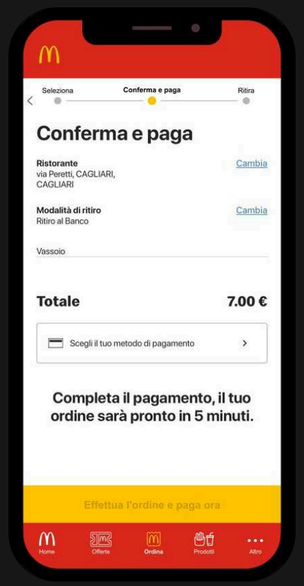
1 One Order tab: restaurant or McDelivery, chosen up front.



2 "Open now" filter and distance on the restaurant map.



3 Pickup modes with their real availability hours.



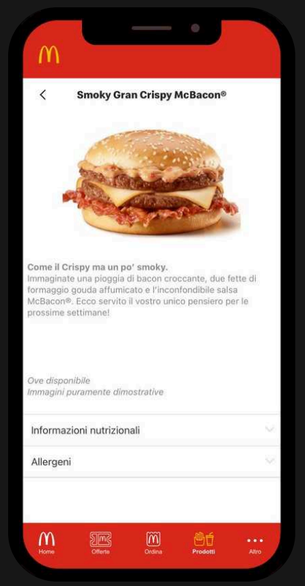
4 Preparation time shown before you pay.



5 Live order status: ready at the counter.



6 Delivery handled in-app, with an estimated time.



7 Nutrition facts and allergens on every product.

EMPATHISE DEFINE IDEATE PROTOTYPE **TEST**

Tested with the same 8 users

Wizard-of-Oz sessions: participants used the simulated interface while I operated it behind the scenes, so the flow could be validated **before any development**. Feedback was collected in interviews and a Feedback Capture Grid.

7 TASKS

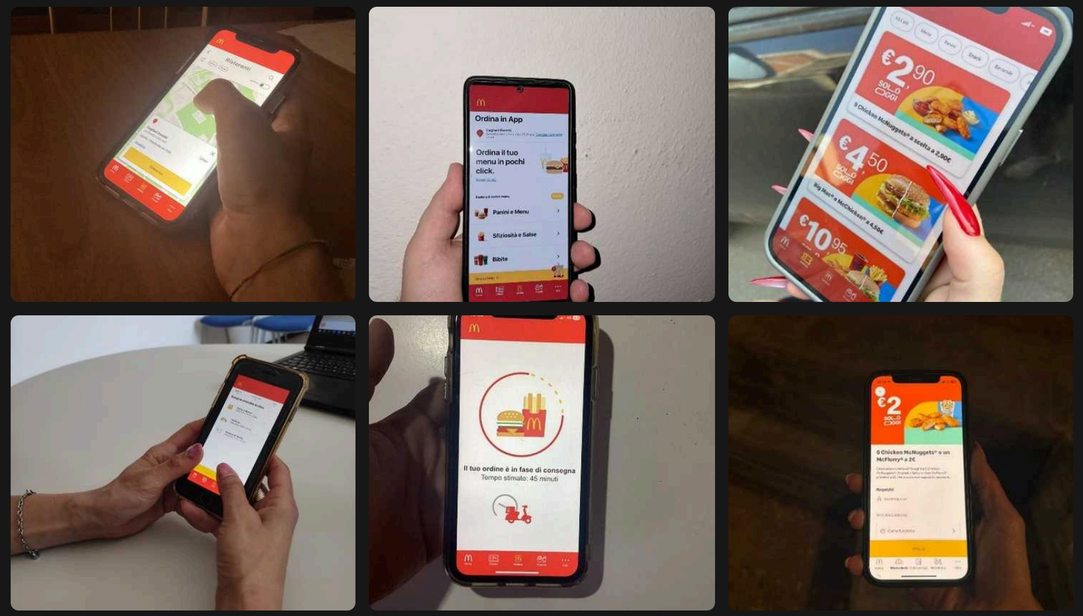
1. Order in-app for pickup at a restaurant
2. Find and select a restaurant
3. Customise products while ordering
4. Complete a McDelivery order
5. Combine more than one coupon
6. Explore the Products section
7. Check nutrition facts & allergens

RESULT

Participants completed the tasks quickly and without particular difficulty, describing the new flow as clearer and more intuitive than the original.

WHAT I LEARNED

Most frustration came from information architecture and trust, not visuals: showing the right information *before* payment mattered more than any restyle.



+ WHAT WORKED

- Simpler navigation, stable modern UI
- Restaurant vs delivery at a glance
- Stacked coupons
- Clear nutrition & allergens
- Useful prep-time estimate

Δ TO IMPROVE

- Restaurant reviews & average waits
- Direct in-app support
- More relevant, personal offers
- Real-time order tracking

! NEXT IDEAS

- Favourites for orders & offers
- Loyalty programme
- Onboarding tutorial
- Personalised suggestions

CASE STUDY 02 · E-LEARNING · TEAM MEMBER · 2026

Esercizi Svolti

A platform for STEM students selling solved exercises and custom solutions. I designed the **logo**, redesigned the experience and **coded** a custom WordPress theme — as an active team member.

CHALLENGE	A generic blog theme made shop, tutoring service and articles feel like three different sites, with hundreds of contents hard to browse.
WHAT I DID	Logo and identity; one information architecture organised by subject; Figma mock-ups iterated with the team; a theme coded by me (templates, CSS tokens, JavaScript) on WooCommerce, built without touching the live store.
TEAM	In constant contact with the people who write exercises and articles, turning their needs into templates they use every day.
OUTCOME	One coherent product where students find content by subject and every action is unmistakable.

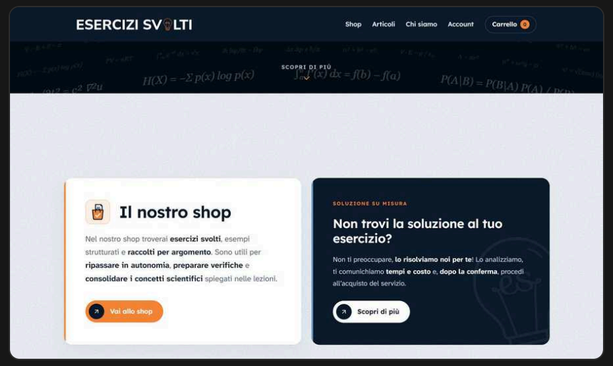
111 exercises in the shop

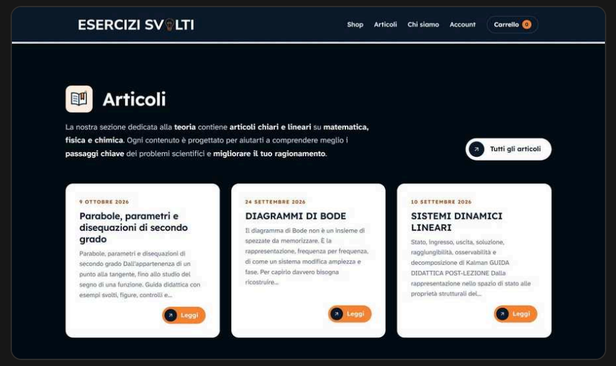
300+ theory articles

6 subjects, one colour each

LIVE esercizi-svolti.com







CASE STUDY 02 · ESERCIZI SVOLTI · BEFORE

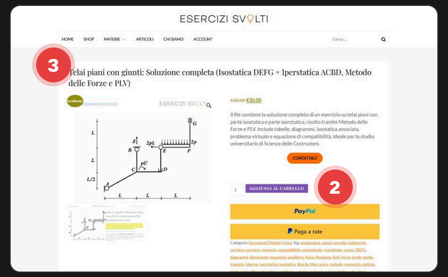
Auditing the old site

Before designing anything, I reviewed the existing site page by page, from the student's point of view. Five problems shaped the whole redesign:

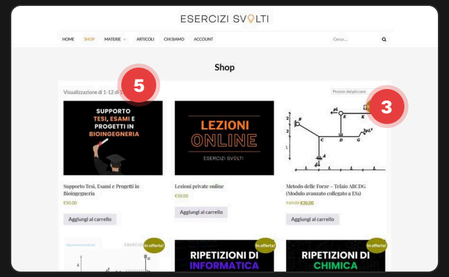
1. **No clear starting point.** A faded hero image and a tagline, with no main action above the fold.
2. **Competing actions.** Four buttons on the product page — Contact, Add to cart, PayPal, Pay in instalments — each in a different style.
3. **No visual system.** Serif and sans-serif mixed, orange, purple, olive and green used with no shared logic.
4. **Content hard to find.** The articles page opened with instructions on how to use the search bar; posts were plain links with long excerpts.
5. **Shop without structure.** 111 products in a 10-page grid, with subjects living on a separate page.



OLD SITE · HOME







Before → after

Same content, same team, same WooCommerce store — redesigned and rebuilt around what students need to do on each page.

Home

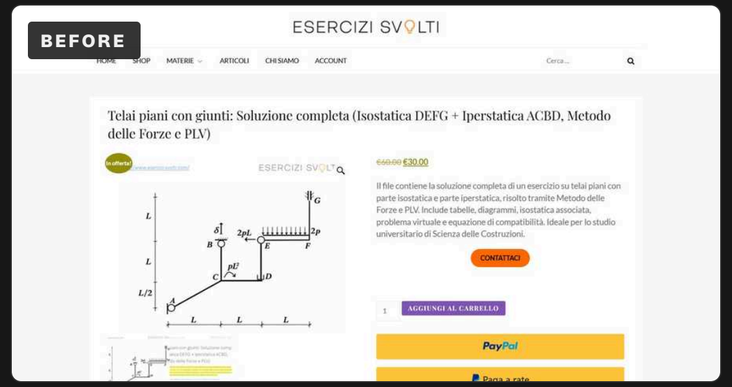
A clear promise and one next step; the shop and custom solutions follow as two distinct paths.





Product page

One primary action, a secondary contact and an obvious price and discount — instead of four competing buttons.

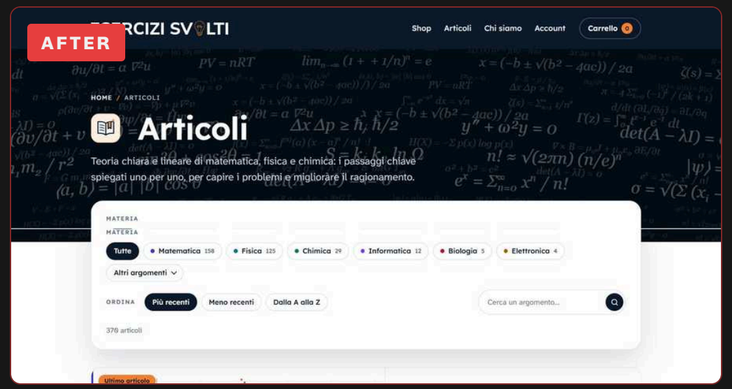




Articles

Subject filters with counts, sorting and search in one panel; every post tagged by subject and reading time.





Logo & design system

LOGO — DESIGNED BY ME

BEFORE

ESERCIZI SVOLTI → ESERCIZI SVOLTI

ESERCIZI SVOLTI



Bolder geometry, the light bulb redrawn as a real symbol, and compact versions for social and favicon. I explore and test every version in **ES Playground** — a private internal platform I built for the team to try logos and future components.

STRUCTURE INK 900 · INK 700 · BLUE 500 · SURFACE

ACTION ORANGE 500 — reserved for actions only

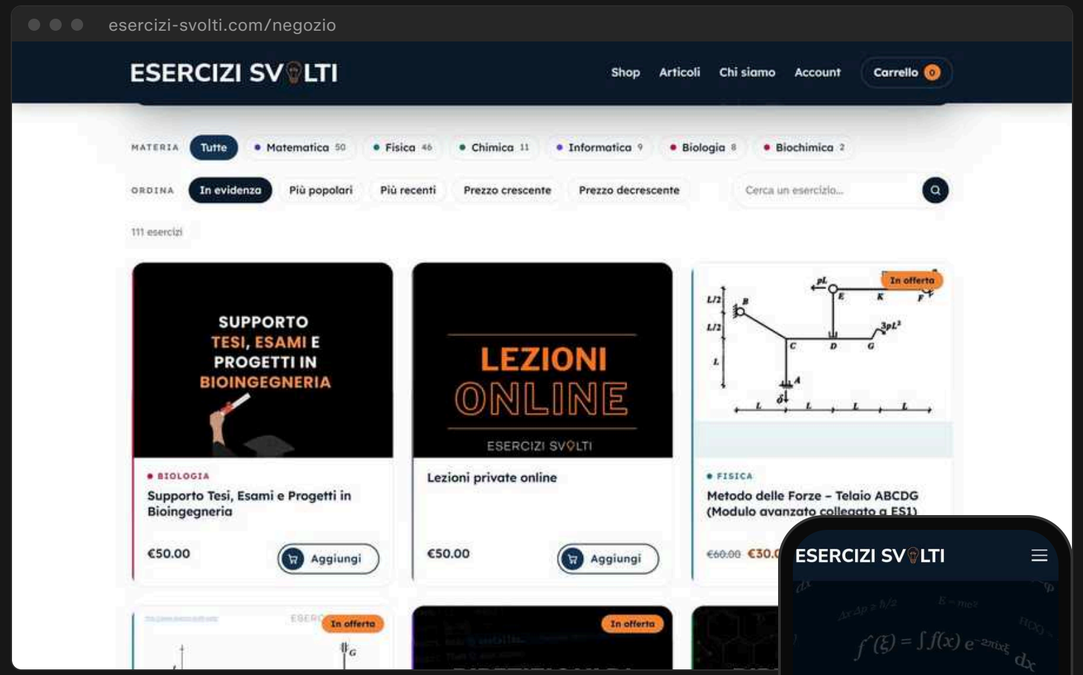
SUBJECTS MATHS · PHYSICS · CHEMISTRY · COMP. SCI.

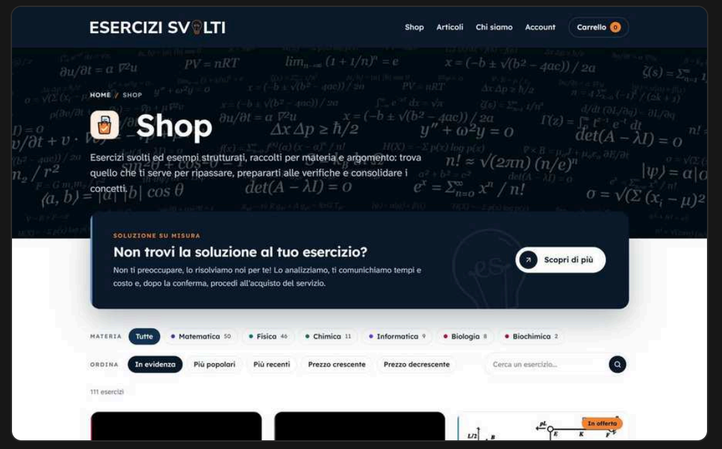
Aa Lexend — Headings

Aa Atkinson Hyperlegible Next — Body · built for legibility

96 ACCESSIBILITY **96** BEST PRACTICES

Google PageSpeed Insights · desktop · Oct 2026 — tokens drive theme, shop and articles from one source







CASE STUDY 03 · AI EDTECH · PRODUCT DESIGN

StudIApp

An AI tutor that prepares university students for STEM exams such as Analysis 1. I designed the **complete product in Figma** — the student journey and every screen of the platform — and **collaborated with the developers** to bring it to life.

CHALLENGE

Turn a complex AI tutoring system into a calm, guided study routine for students who already feel overwhelmed by their exams.

WHAT I DID

Mapped the end-to-end journey, then designed a structured UI system: one task per screen, progress always visible (1/3, 2/3…), consistent components for lessons, quizzes and simulations.

DELIVERY

Interactive Figma prototype and flows handed off to the dev team, with my support during implementation.

OUTCOME

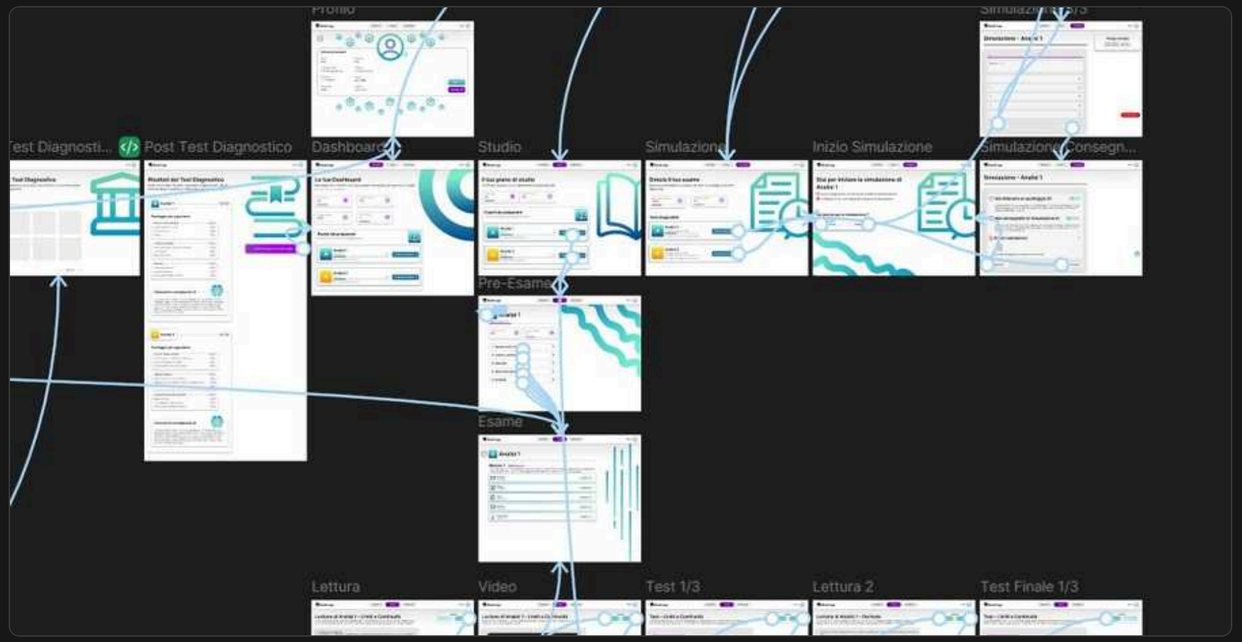
A scalable, focused dashboard that keeps students on track from the first diagnostic test to the final exam simulation.

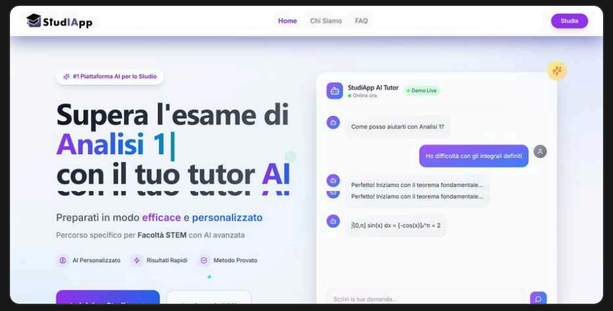
LIVE

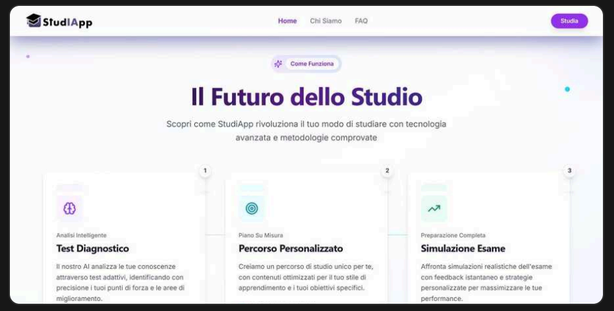
studiapp.it

STUDENT JOURNEY · DESIGNED IN FIGMA

1 Diagnostic test → 2 Results → 3 Dashboard → 4 Study plan → 5 Lessons · video · quizzes → 6 Exam simulation → 7 Final test







CASE STUDY 04 · PERSONAL BRAND · ALWAYS EVOLVING

ds-ux.com

My own website: designed by me and **written in code**, without templates or frameworks. It's a project in **continuous evolution** — now in its ninth version — where new sections, features and content ship as code, release after release.

LOGO

The signature logo is my own design, used across the site, this portfolio and my brand.

CODE

Hand-written HTML, CSS and vanilla JavaScript organised in small modules: section-by-section scrolling, animated titles, sliders, an interactive globe and a hidden mini-game.

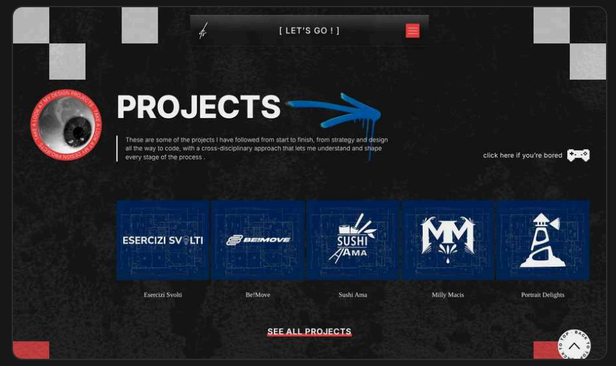
SYSTEM

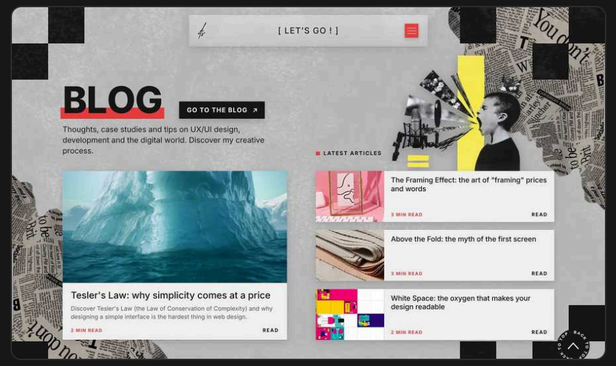
Design tokens as the single source of truth: three colours (#171717 · #F0F0F0 · #E63E3E), a fluid type scale, Zalando Sans for every title.

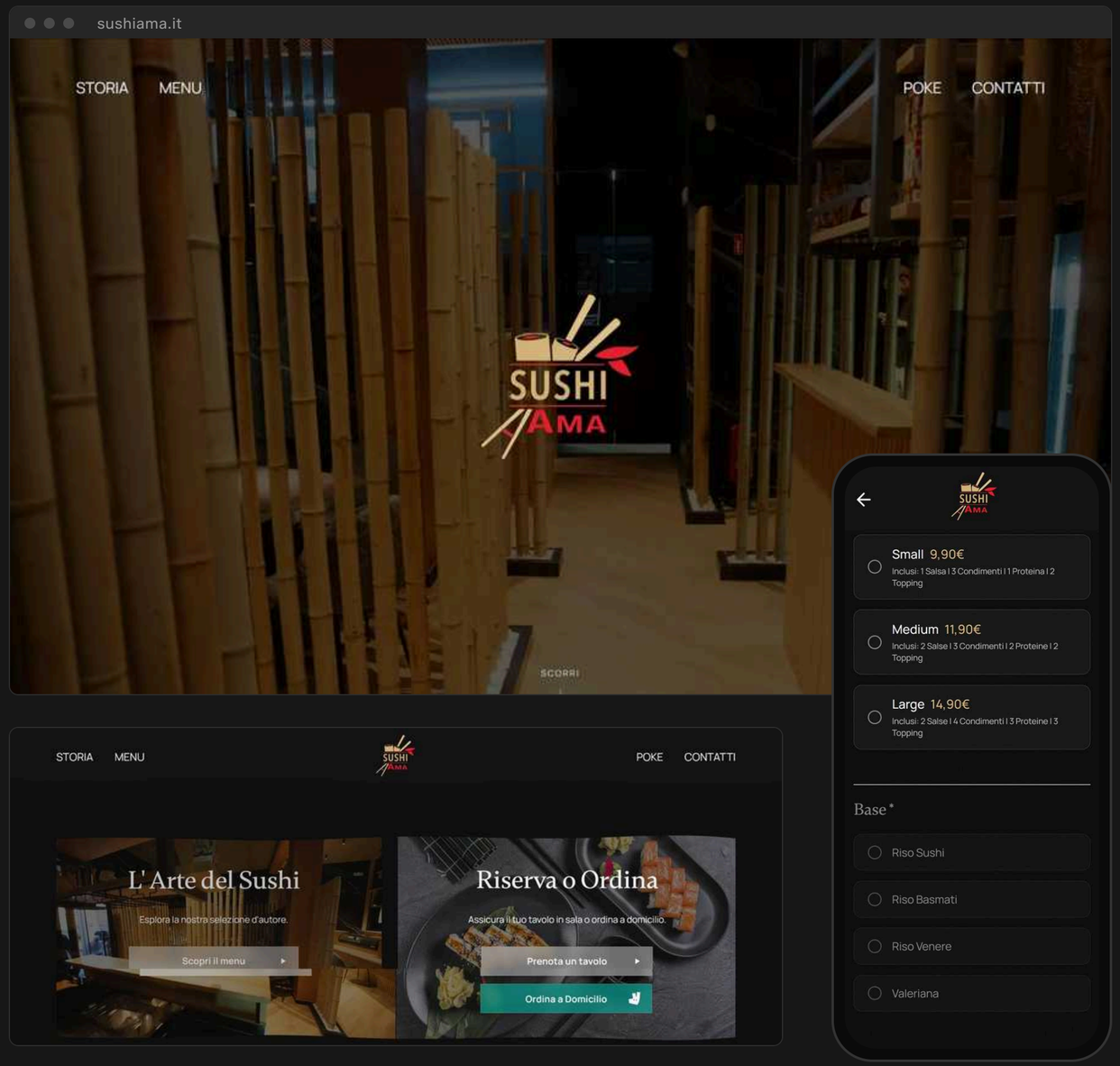
BLOG

A UX blog in continuous update, in Italian and English.









CASE STUDY 05 · RESTAURANT · UX · ORDERING FLOW · CODE

Sushi Ama

Website for a sushi restaurant in Cagliari, with a poke builder that turns WhatsApp into a real ordering channel.

CHALLENGE

Takeaway orders arrived as free-text messages: incomplete, hard to read during service, with no clear price for the customer.

WHAT I DID

Mapped the order with the owners, designed the flow in Figma over several versions, then built a step-by-step configurator — pickup time, size, base, sauces, toppings, proteins, drink — with the price updating live.

OUTCOME

Orders reach the restaurant structured, complete and already totalled; customers compose their bowl calmly, seeing exactly what they're building and what it costs.

95 PERFORMANCE **100** BEST PRACTICES **100** SEO

Google PageSpeed Insights · desktop · Oct 2026

LIVE sushiama.it · design & development · ongoing

CASE STUDY 06 · GYM & POSTURE CENTRE · UX · FRONT-END

Be!Move

Website for a gym centred on posture, rehabilitation and BeMove360 — its functional movement assessment.

CHALLENGE

Many services — training, rehab, posture, classes in two rooms — and a schedule that changes every season: hard to explain and hard to keep up to date.

WHAT I DID

Structured the offer around BeMove360 as the entry point, designed it in Figma with the owners, then built a static site where the weekly schedule and five course pages are driven by structured JSON data.

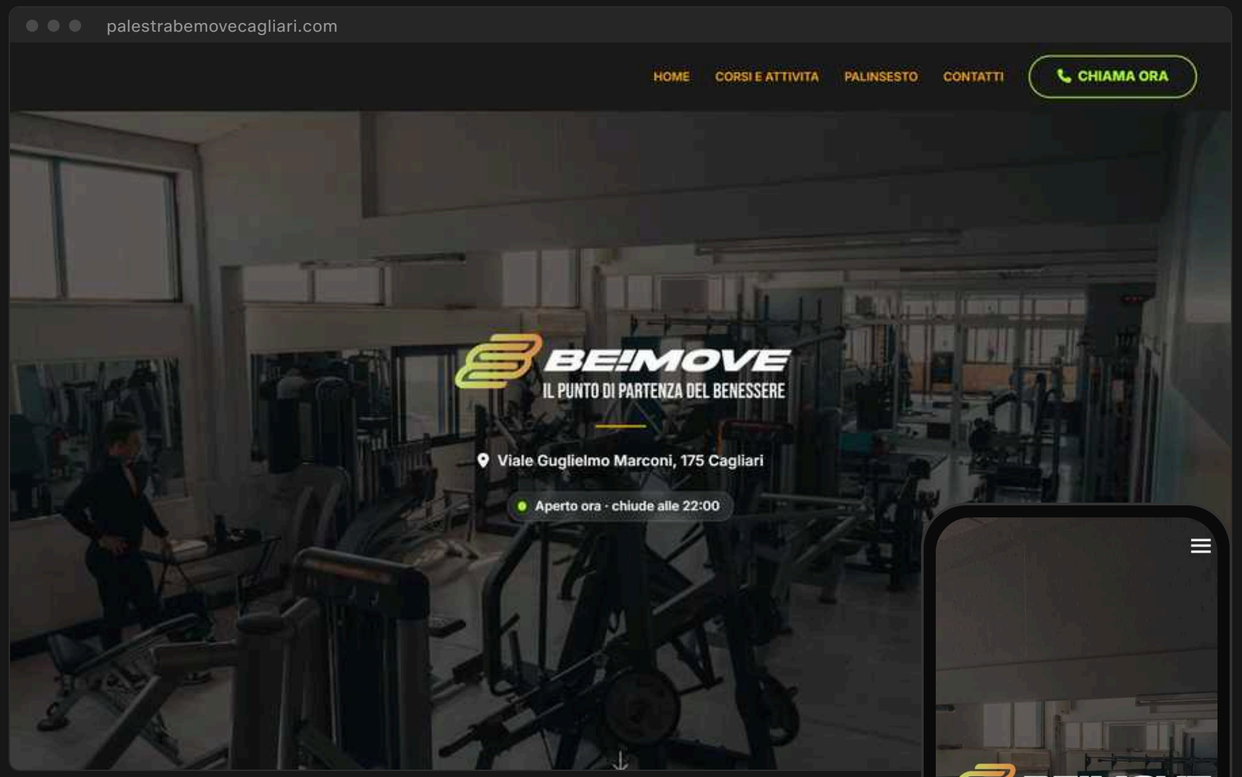
OUTCOME

The offer reads at a glance, and the site keeps evolving with the gym: schedules and courses are updated without touching the layout.

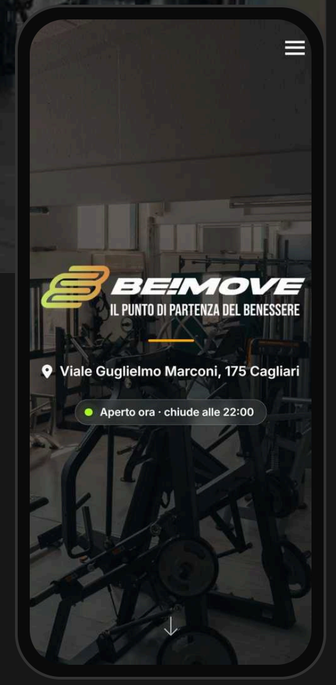
82 PERFORMANCE **96** BEST PRACTICES **100** SEO

Google PageSpeed Insights · desktop · Oct 2026

LIVE palestrabemovecagliari.com · ongoing

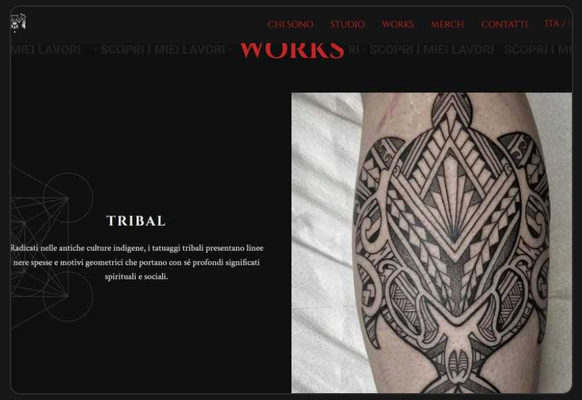






More work

Four more live projects, each designed with the client in Figma and built in code by me.



07

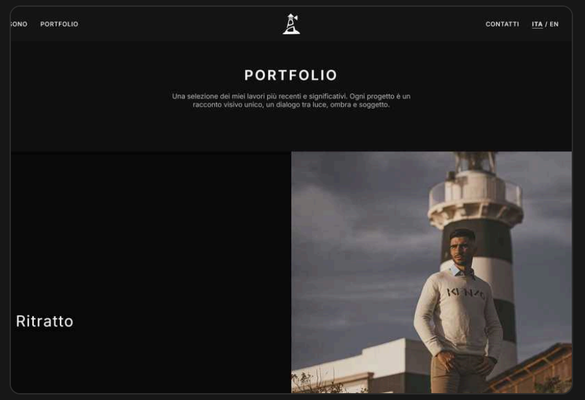
Milly Macis

TATTOO ARTIST · DESIGN & DEVELOPMENT

A bilingual IT/EN site for a tattoo artist with thirty years of experience: works organised by style so clients find their language fast, one-tap contact.

Performance 94 · SEO 100 (PSI, desktop)

millymacis.com



08

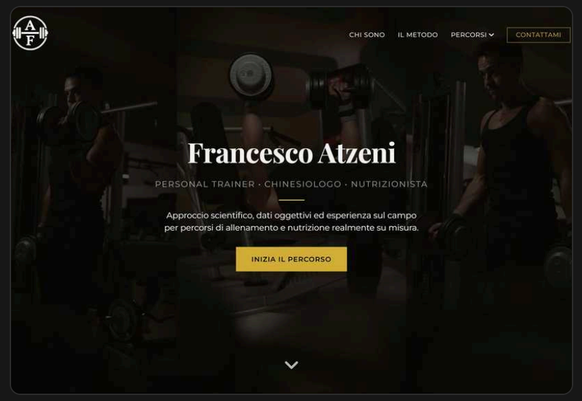
Portrait Delights

PHOTOGRAPHER PORTFOLIO · DESIGN & DEVELOPMENT

A visual-first portfolio for photographer Davide Portoghese: minimal navigation, seven photo series, light/dark mode and IT/EN.

Performance 91 · Best practices 100 (PSI, desktop)

portraitdelights.it



09

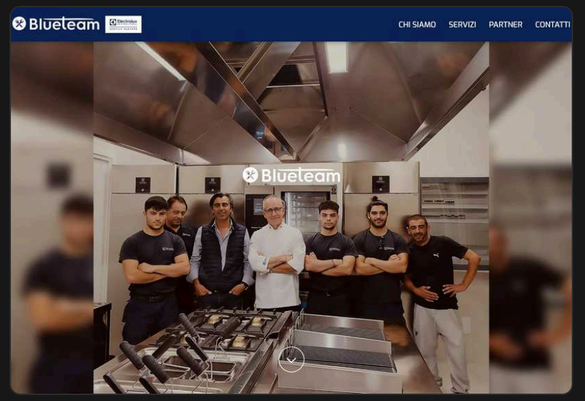
Francesco Atzeni

TRAINER & NUTRITIONIST · DESIGN & DEVELOPMENT

A method-led site: the scientific approach first, then four services and a lead form that asks which path the visitor is interested in.

SEO 100 · Best practices 96 (PSI)

francescoatzeninutrizionista.com



10

Blueteam

B2B TECHNICAL SERVICES · DESIGN & DEVELOPMENT

Website for an Electrolux Professional Service Partner: logo redesign and a clear architecture for technical services across Sardinia.

blueteamsrls.it

CONTACT

Let’s work together

I’m looking for a role as **UX/UI designer** or **web designer / developer**, in a team where research, design and code meet. If you’re hiring, I’d love to hear from you.

OPEN TO UX/UI DESIGNER | WEB DESIGNER | WEB / FRONT-END DEVELOPER

E-MAIL
danielesollai.design@outlook.it

LINKEDIN
linkedin.com/in/danielesollai

WEBSITE
ds-ux.com

INSTAGRAM
@ds_web_design

Based in Cagliari, Sardinia — ready to work all over the world.