

# DANIELE SOLLAI

# UX/UI DESIGNER

PORTFOLIO 2021 - 2026

[WEBSITE](#)

[LINKEDIN](#)



# ABOUT ME

I am a **UX/UI designer** specializing in **prototyping**, **design thinking**, and intuitive interface design. I approach user experience by combining analysis, research, and a strong focus on **visual and empathetic communication**.

I study **human behavior** to understand what makes people feel safe, engaged, and at ease while interacting with a digital product. My goal is to create **functional interfaces** that align with **real user needs**.

For me, designing means **observing**, **listening**, and **continuously improving**. Good design stems from a **balance between usability**, **aesthetics**, and a deep understanding of the human experience.

## SKILLS

**Tools:** Figma, Adobe XD, Canva, Photoshop, Illustrator, HTML/CSS/JS (Basic).

**UX Skills:** Prototyping, Wireframing, User Research, User Flows, Usability Testing.

**Method:** Design Thinking, Problem Solving, Empathy.

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# SELECTED WORKS



01

## McDonald's App Redesign

Enhancing the mobile ordering experience and usability flow.



02

## Blueteam Website

Website design for professional kitchen equipment and maintenance.



03

## Personal Branding

Creating a digital identity to showcase design skills and portfolio.

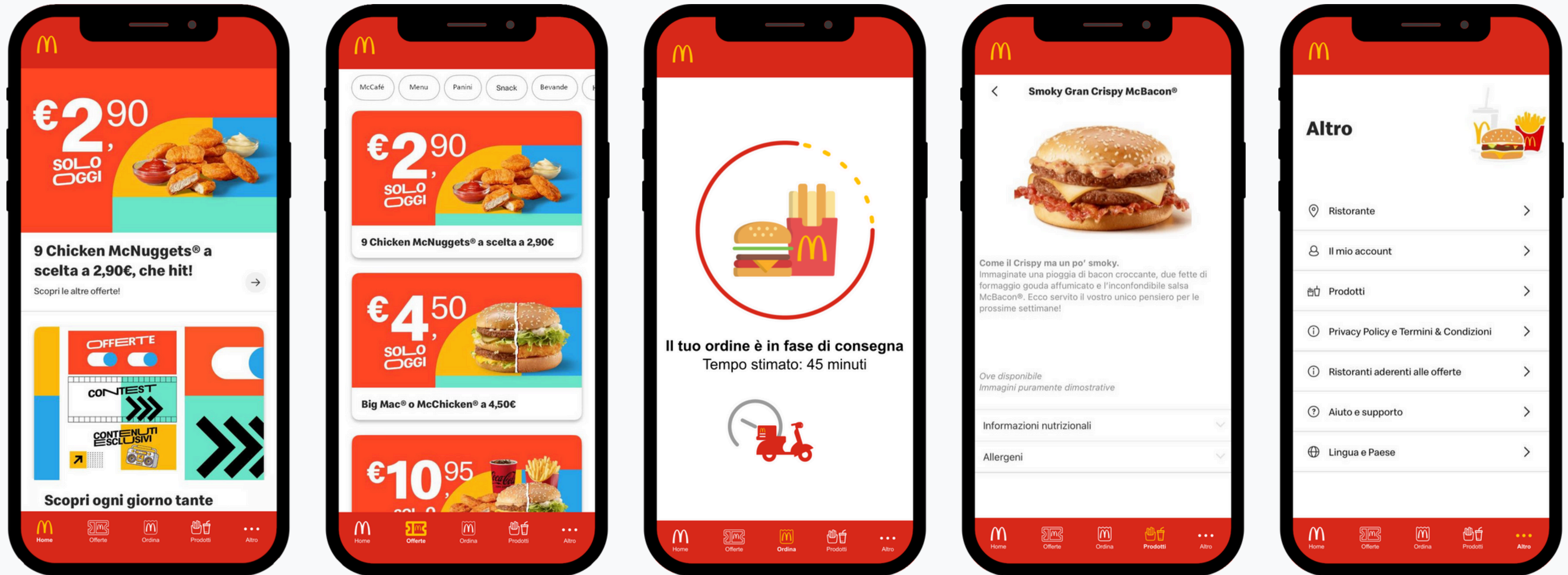
# MCDONALD'S APP REDESIGN

Optimizing the mobile ordering journey.

University Thesis Project

- **Role & Tools:** UX Research, UI Design • Figma, Diary Studies.
- **The Challenge:** Users experienced frustration due to disjointed navigation between "Offers" and "Orders," inaccurate store status (open/closed), and "infinite loading" errors.
- **The Method:** Conducted Diary Studies and 1:1 Interviews with 8 users to map real-world friction points. The analysis revealed a need for better information architecture and transparency.





## • THE SOLUTION

1. **Unified Flow:** Merged offers directly into the menu to streamline the ordering process.
2. **Real-Time Clarity:** Redesigned status indicators and tracking to prevent user anxiety.

## • THE OUTCOME

1. **Validation:** The Feedback Capture Grid confirmed a significant increase in clarity.
2. **Usability:** Users reported a simpler experience with reduced navigation friction.

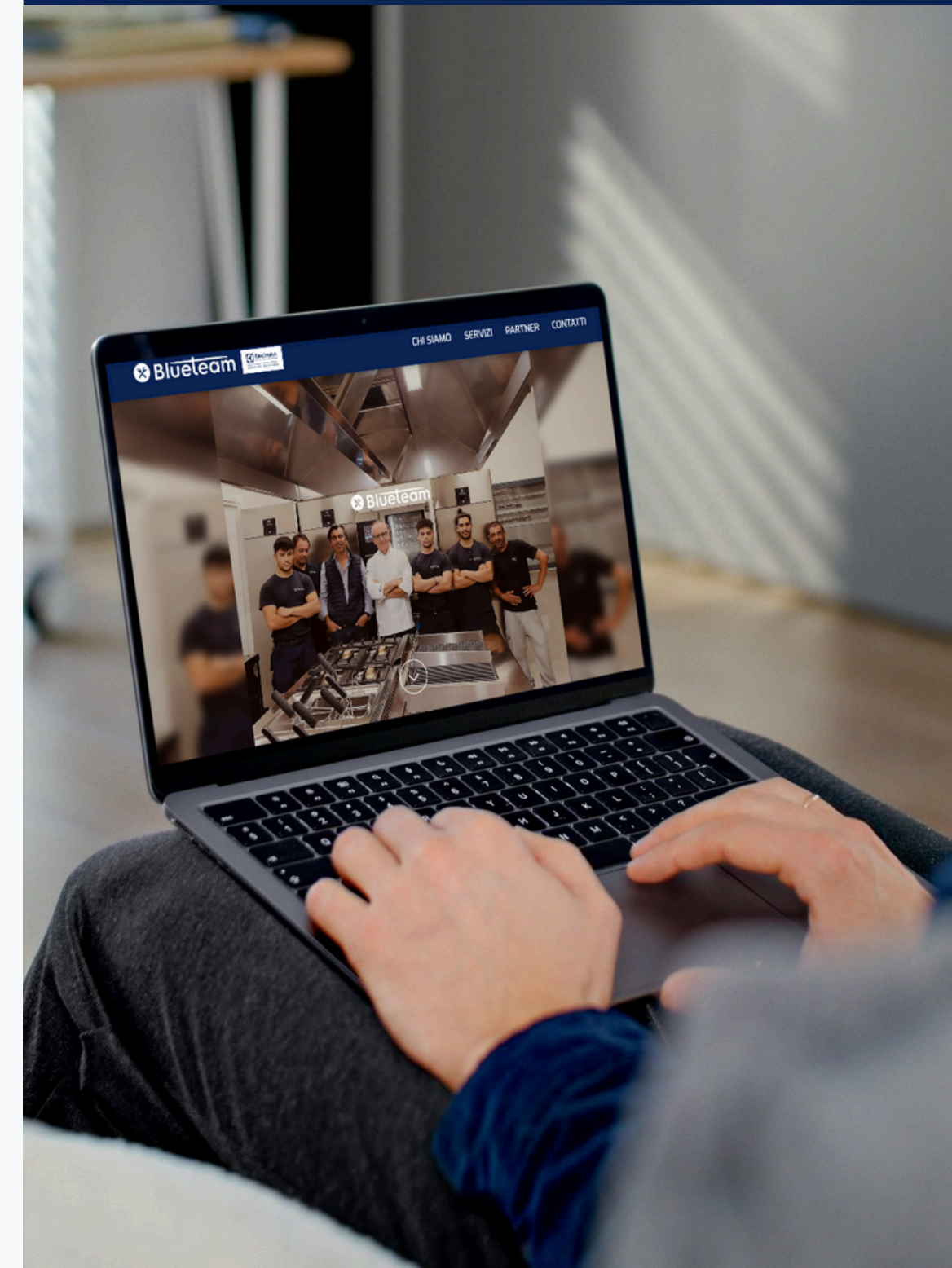


# BLUETEAM WEBSITE

Website design, digital identity and logo redesign for a technical partner.

[VISIT WEBSITE](#)

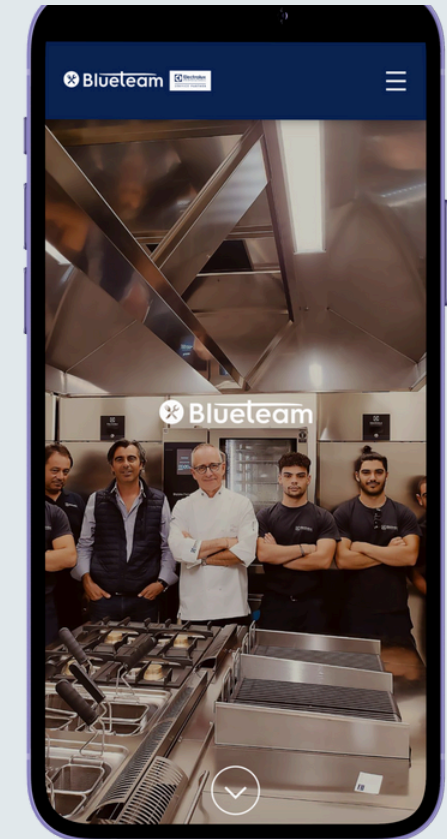
- **The Challenge:** The company needed to update its visual identity to reflect its expertise in the B2B sector. The goal was to modernize the brand (Logo) and organize technical services clearly.
- **The Strategy:** I started by redesigning the logo to convey reliability. Then, I developed a clean website structure to highlight the partnership with Electrolux Professional.



## I nostri servizi

Assistenza su cucine professionali, forni, lavastoviglie, frigoriferi e attrezzature Electrolux e multimarca. Interventi urgenti e manutenzione preventiva per evitare guasti e costi inutili. Ricambi e accessori certificati per impianti professionali. Forniture di detergenti, carta, plastica e prodotti per piscine e lavanderie. Consulenze tecniche e soluzioni su misura per ottimizzare consumi ed efficienza.

Grazie alla collaborazione con PerPulire, proponiamo anche prodotti per la pulizia professionale in linee ecologiche e concentrate: meno sprechi, maggiore resa, più rispetto per l'ambiente.



### • THE SOLUTION

1. **Brand Evolution:** Redesigned the logo and visual identity to reflect modern professional standards.
2. **Service Clarity:** Structured technical offerings into intuitive categories to speed up information retrieval.

### • THE OUTCOME

1. **Professional Trust:** Established a stronger corporate image suitable for high-level B2B partnerships.
2. **Digital Presence:** Delivered a responsive platform that aligns visually with the Electrolux ecosystem.



# PERSONAL BRANDING & WEBSITE

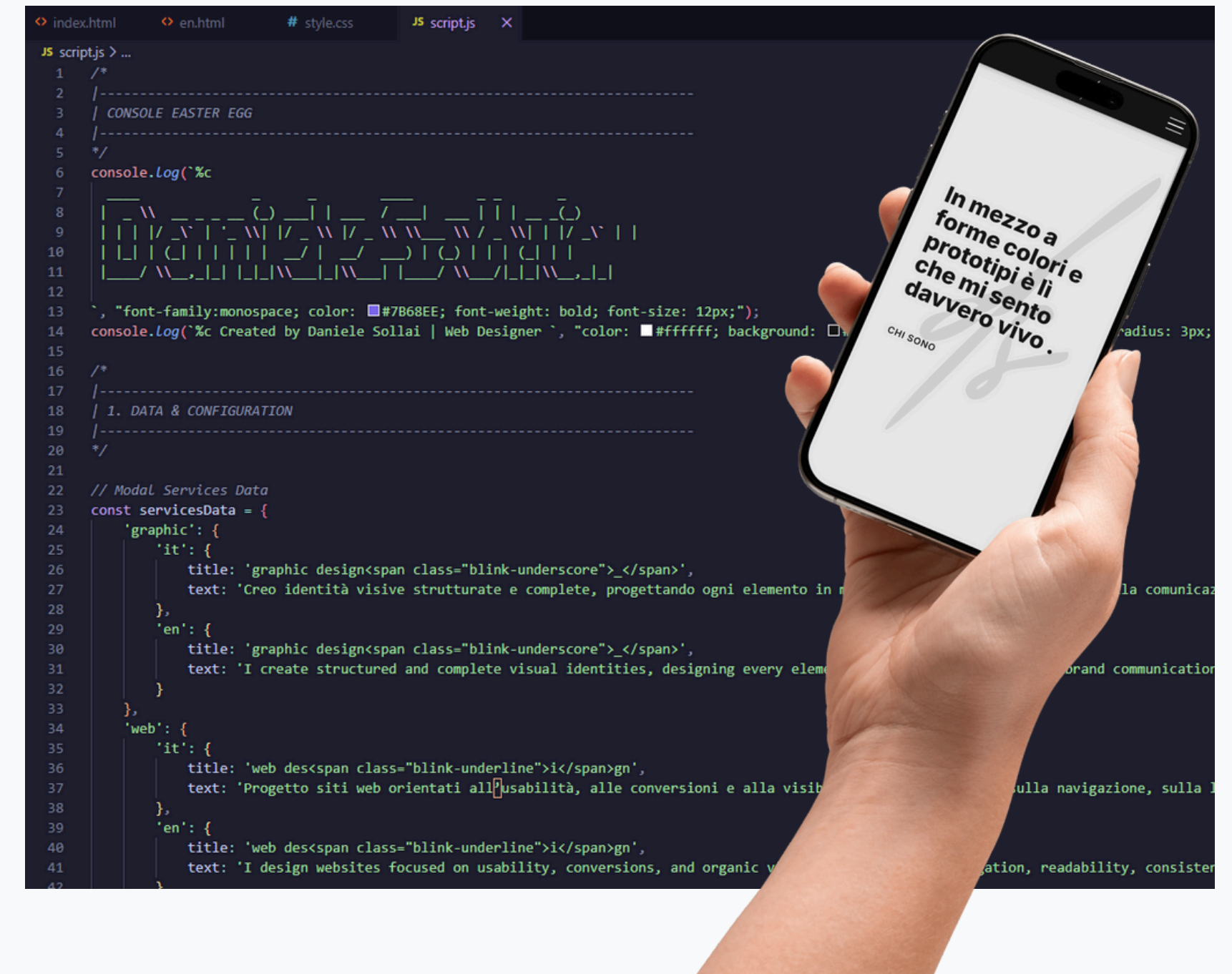
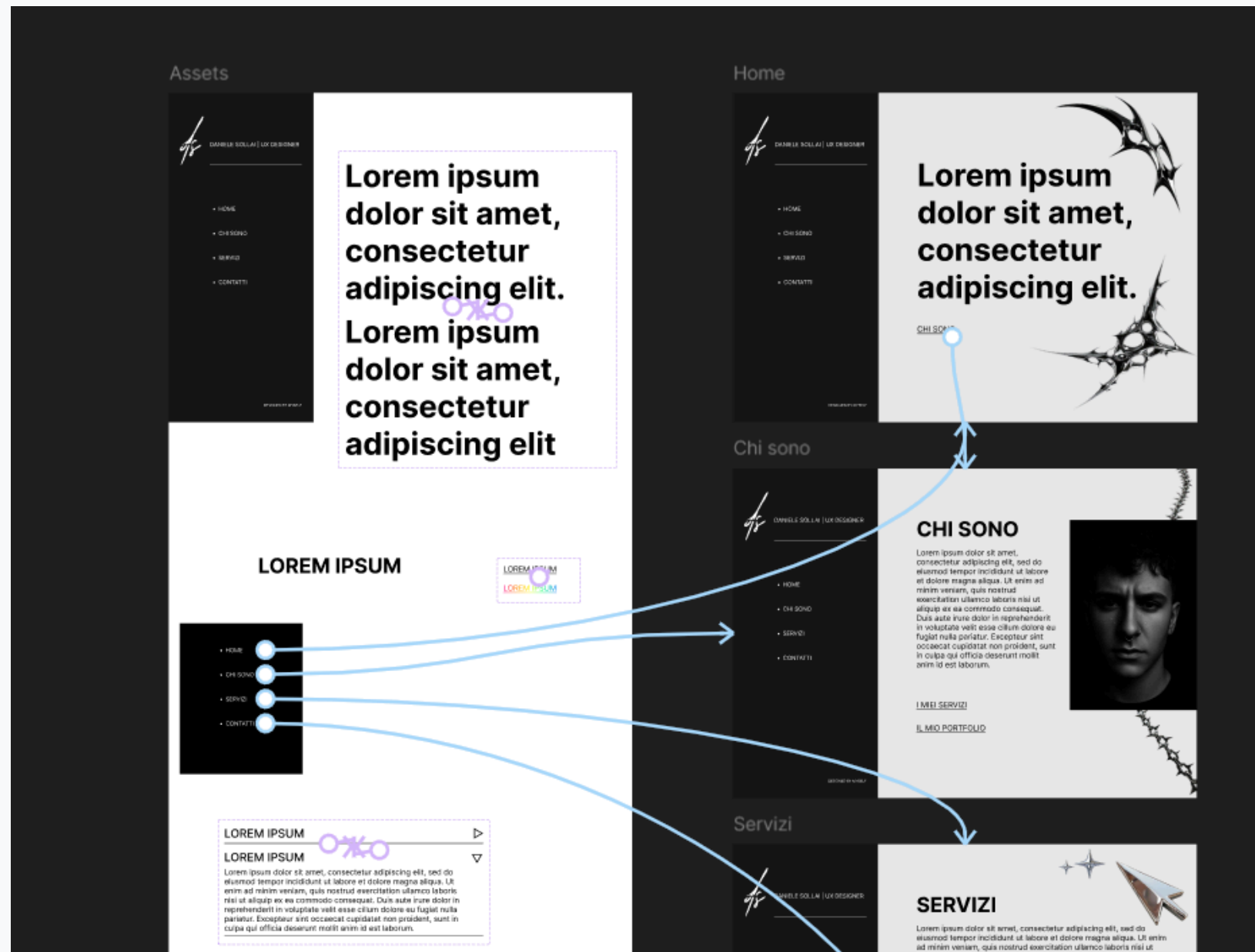
Designing and coding a personal digital showcase.

[VISIT WEBSITE](#)

- **The Challenge:** To build a portfolio that acts as a live demonstration of my skills. I wanted to move beyond static images and create a fully functional, responsive product from scratch.
- **The Strategy:** I adopted a "content-first" approach. I designed the brand identity (Logo) and UI in Figma, then implemented the site using custom code to ensure pixel-perfect control and performance.







## • THE SOLUTION

1. **Minimalist UI:** Created a dark-themed aesthetic that highlights project content without visual distractions.
2. **Custom Code:** Developed the frontend personally to ensure fast loading times and full responsive behavior.

## • THE OUTCOME

1. **Hybrid Skillset:** Demonstrates the ability to bridge the gap between design (Figma) and engineering (Development).
2. **Professional Reach:** Serves as a centralized, always-available hub for recruiters and clients to view my work.

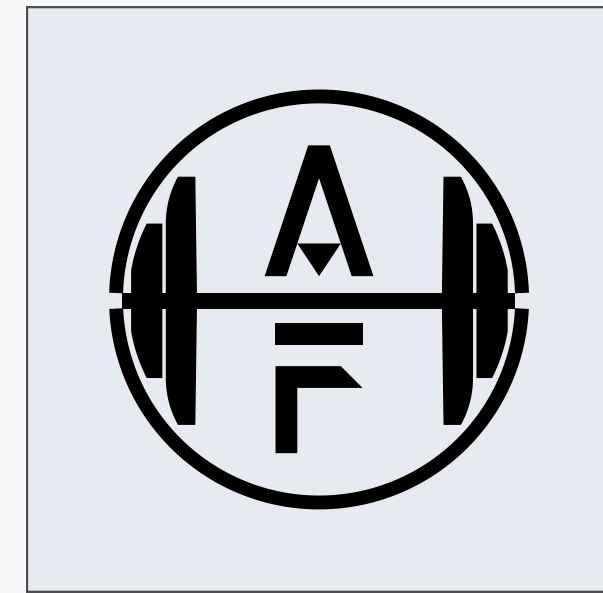
# SELECTED LOGOS



01 | DS UX



02 | BLUETEAM



03 | ATZENI  
FRANCESCO PT



04 | FROM 0 TO  
MILLION



05 | ESERCIZI  
SVOLTI

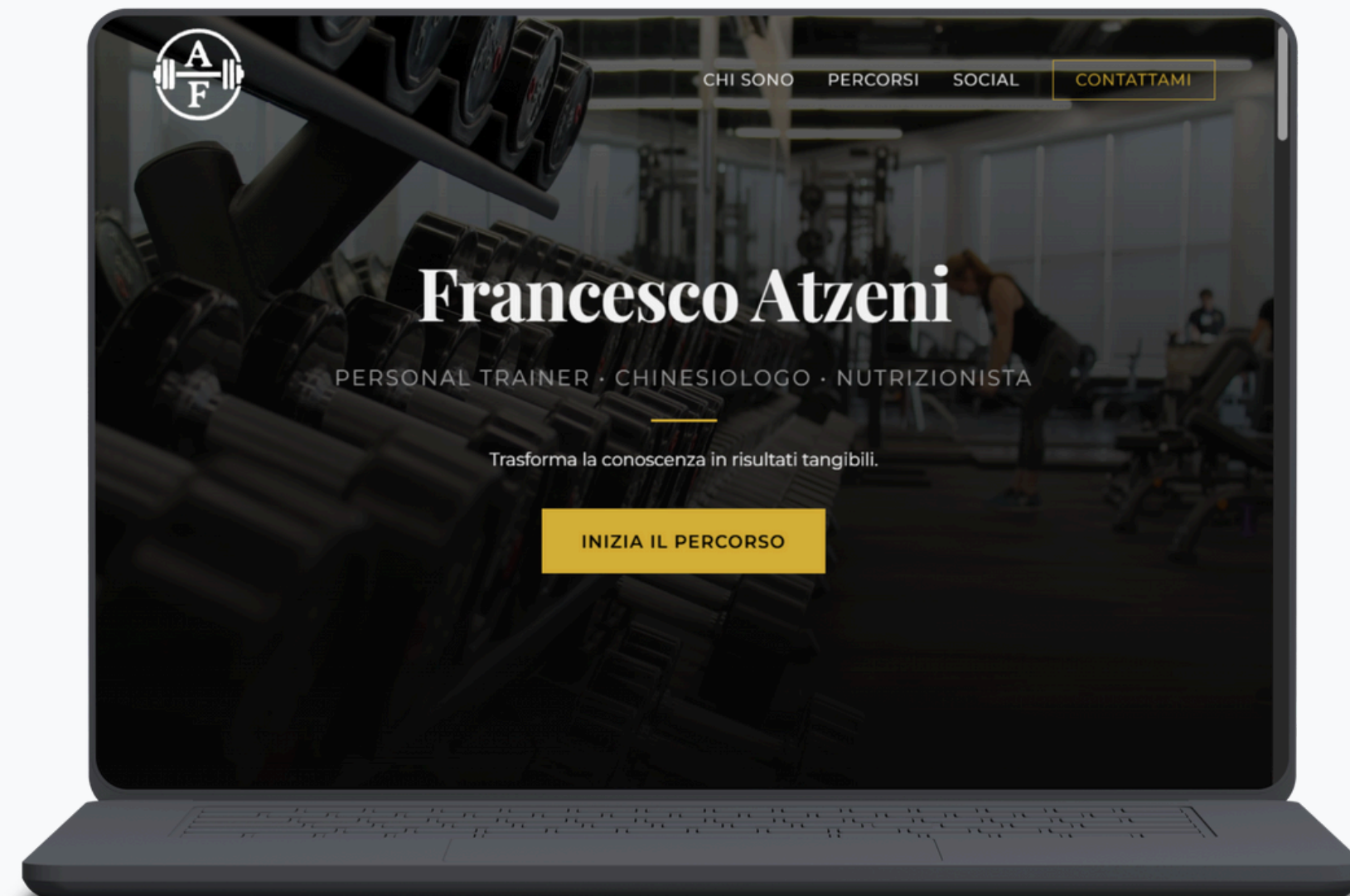


06 | INGEGNERIA  
DEL MOVIMENTO

# WORK IN PROGRESS

## 01| Kinesiology & Nutrition Website

Web design for a Kinesiologist and Nutritionist. Focused on scientific methodology, biodata analysis, and bespoke training plans.





# WORK IN PROGRESS

## 02| Real Estate Personal Branding

Logo design and website for a Real Estate Agent. Centered on personal branding, professional trust, and showcasing property listings.





# LET'S WORK TOGETHER

I am currently open to new opportunities as  
UX/UI Designer.



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[ds-ux.com](http://ds-ux.com)



[linkedin.com/in/danielesollai](https://linkedin.com/in/danielesollai)

