

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**.

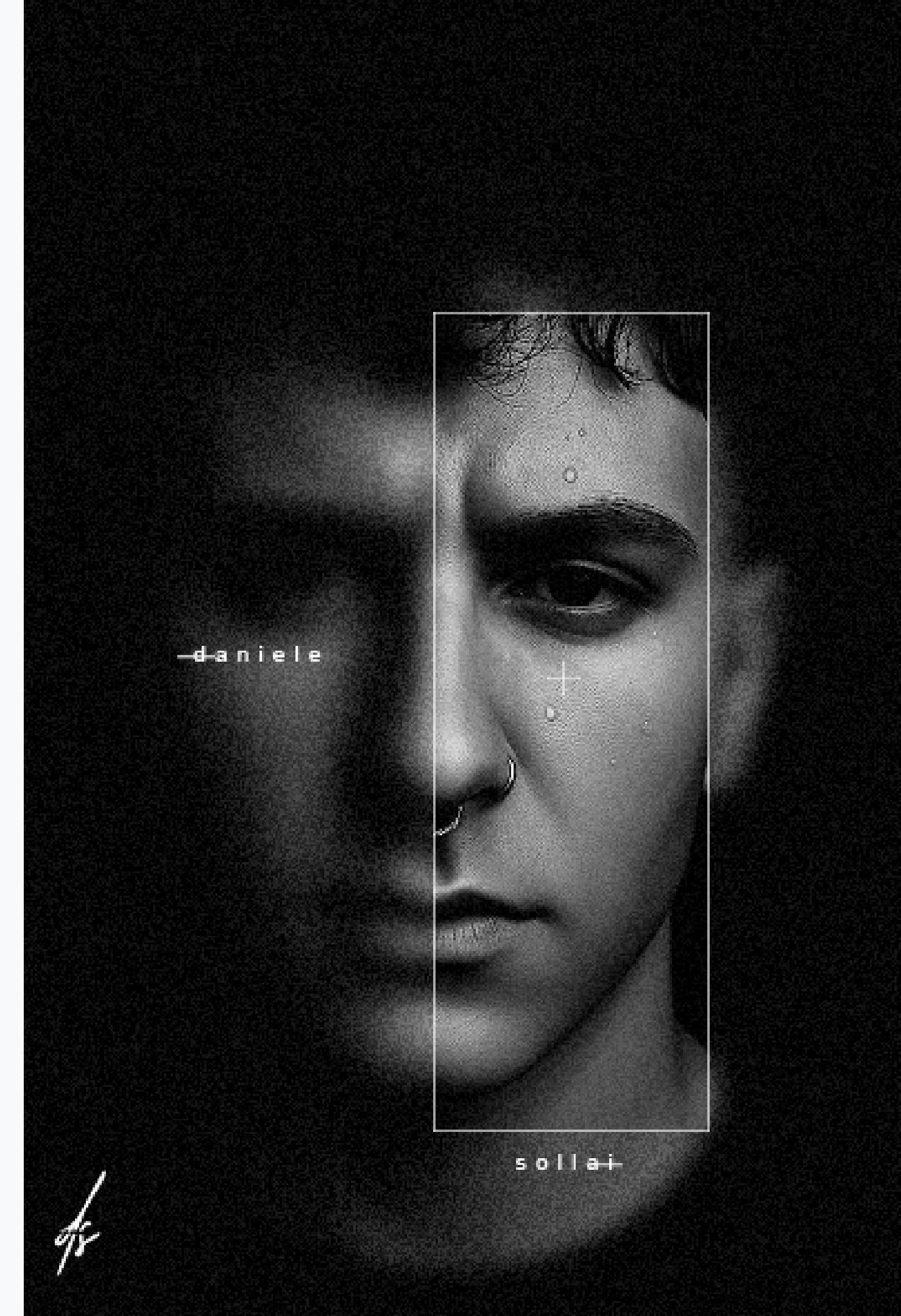
For me, designing means **observing, listening, and continuously improving**. Good design stems from a **balance between usability, aesthetics, and a deep understanding of the human experience**.

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.



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.

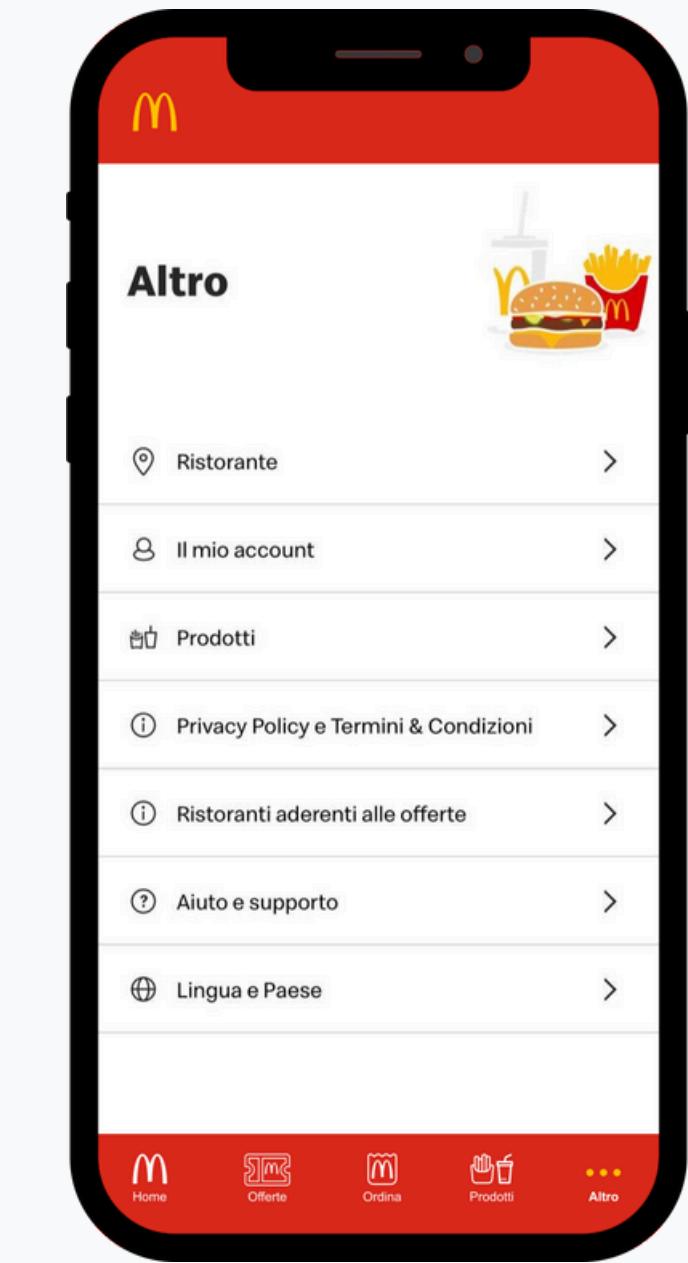
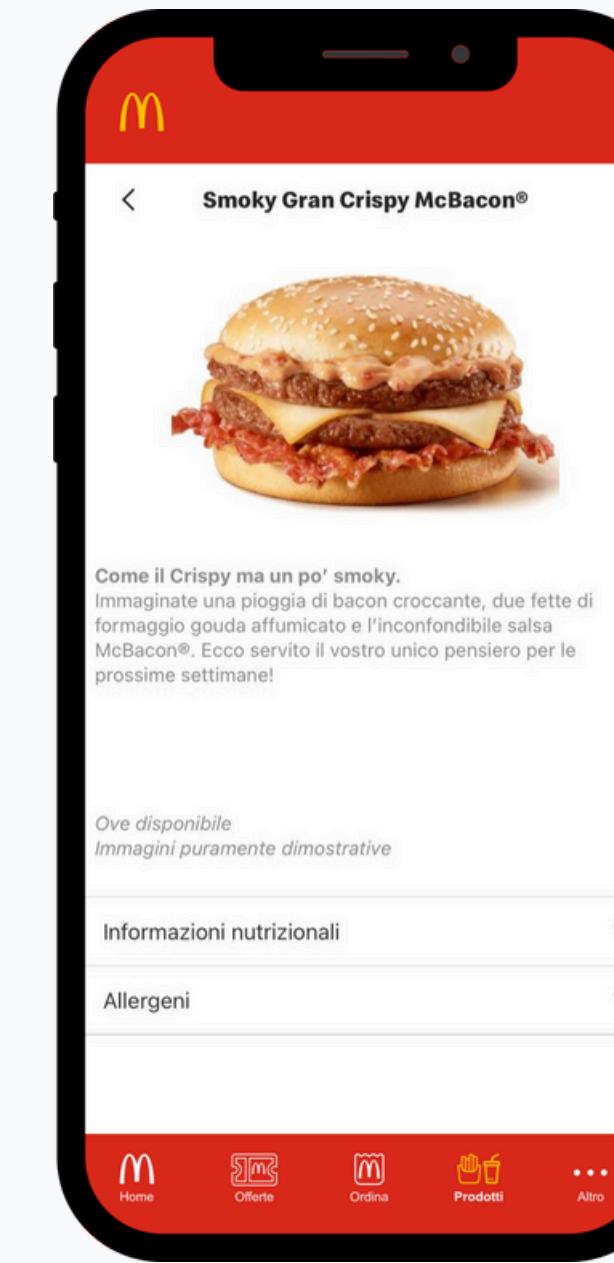
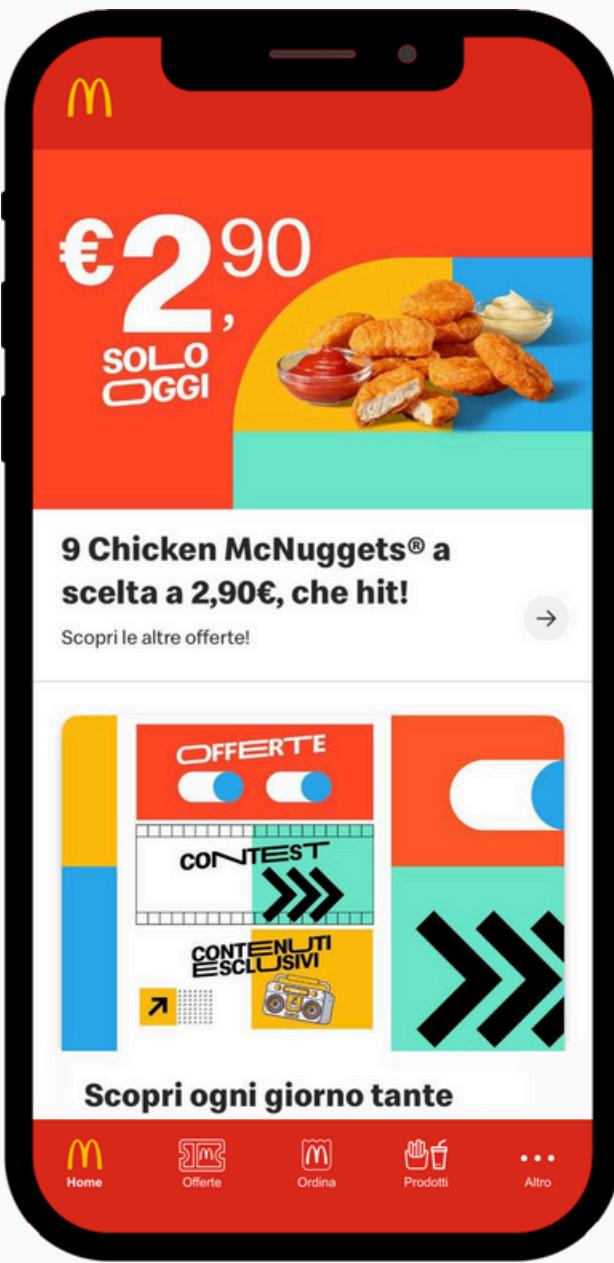
MCDONALD'S APP REDESIGN

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**

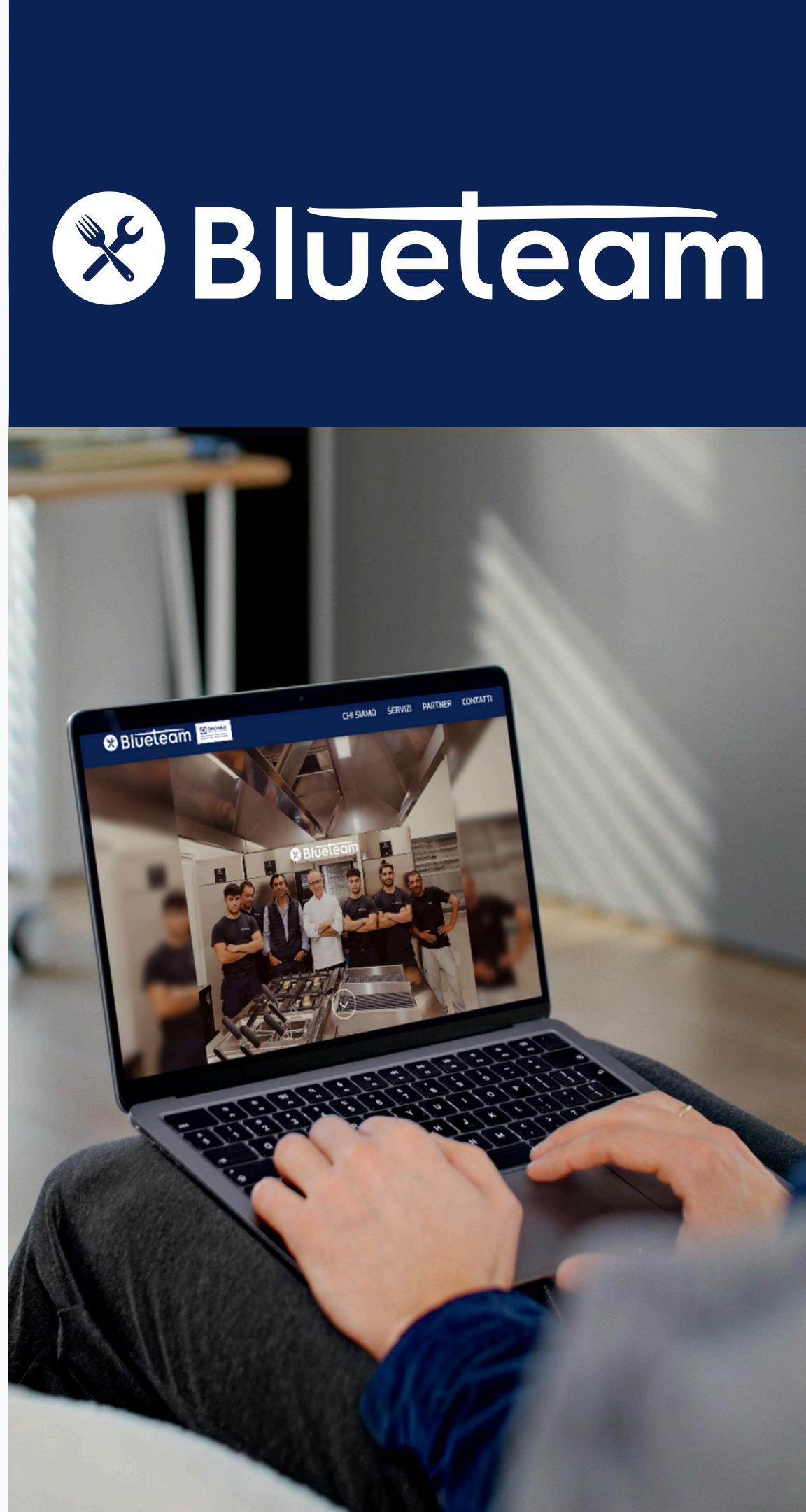
- 1. Validation:** The Feedback Capture Grid confirmed a significant increase in clarity.
- 2. Usability:** Users reported a simpler experience with reduced navigation friction.

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.



blueTeam

Electrolux
Service Partner
SUD SARDEGNA

Blueteam



• 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.

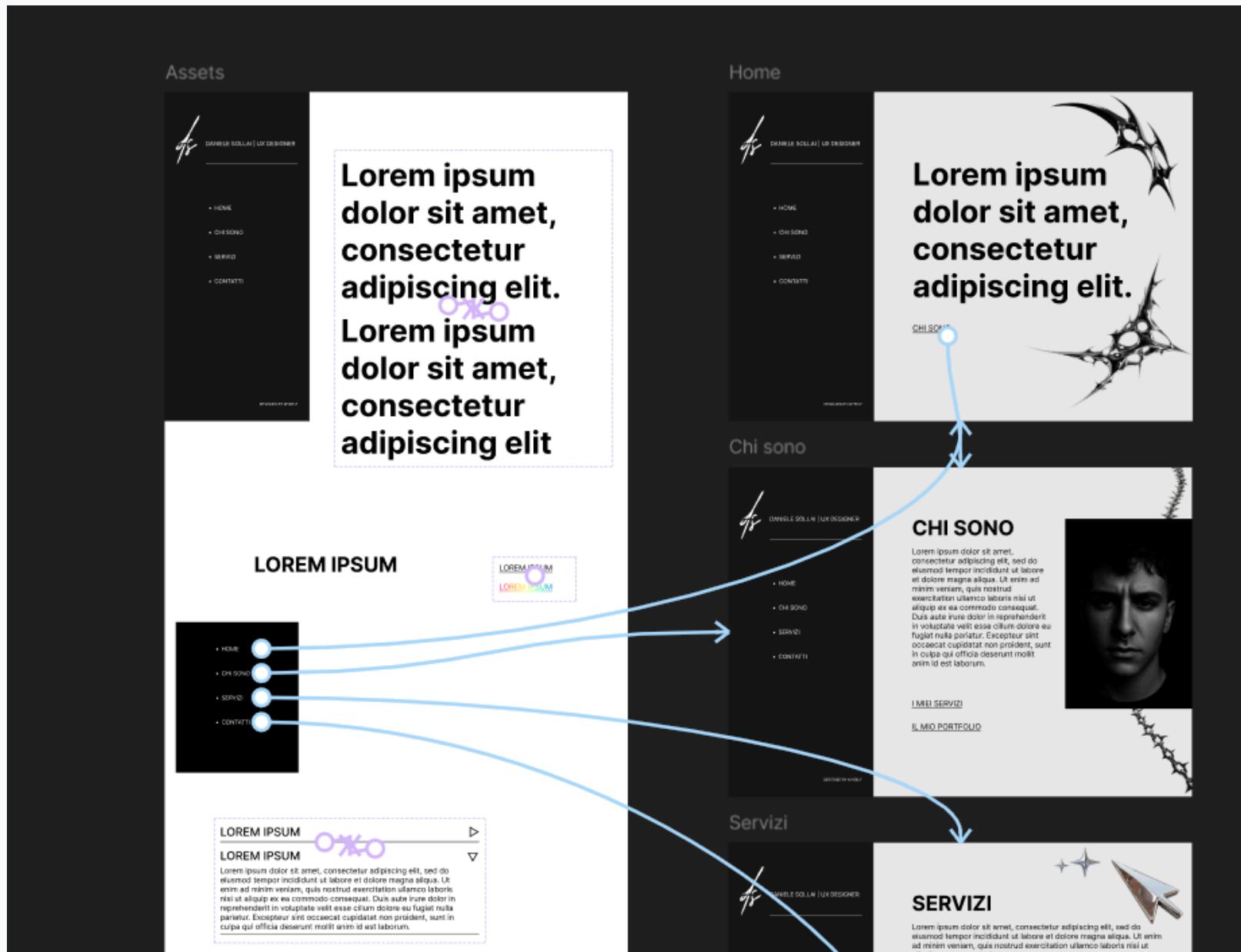
PERSONAL BRANDING & WEBSITE

Designing and coding a personal digital showcase.

[VISIT WEBSITE](#)

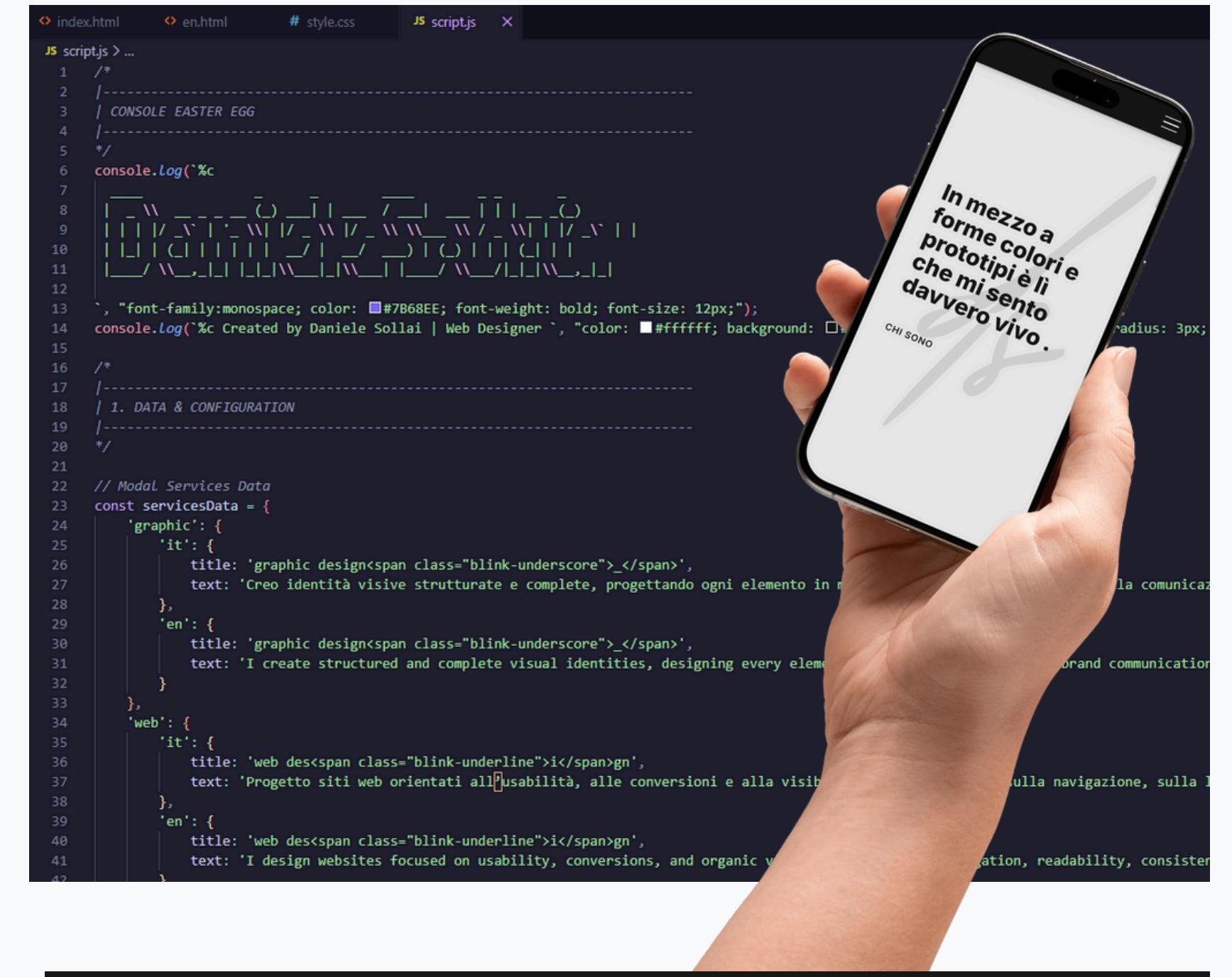
- **The Challenge:** To build a portfolio that acts as a live demonstration of my skills. I wanted to move beyond static images and create a fully functional, responsive product from scratch.
- **The Strategy:** I adopted a "content-first" approach. I designed the brand identity (Logo) and UI in Figma,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

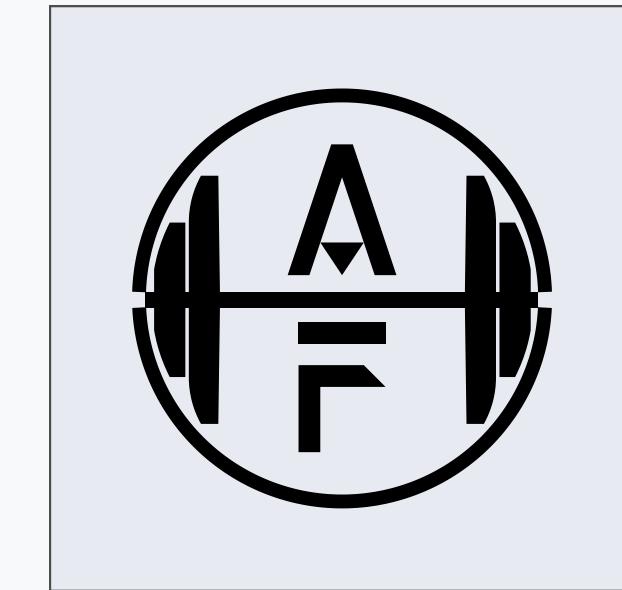
SELECTED LOGOS



01 | DS UX



02 | BLUETEAM



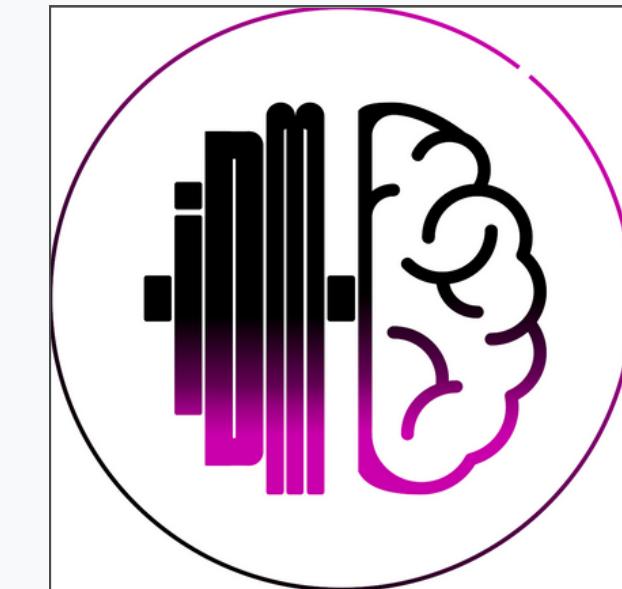
03 | ATZENI
FRANCESCO PT



04 | FROM 0 TO
MILLION



05 | ESERCIZI
SVOLTI

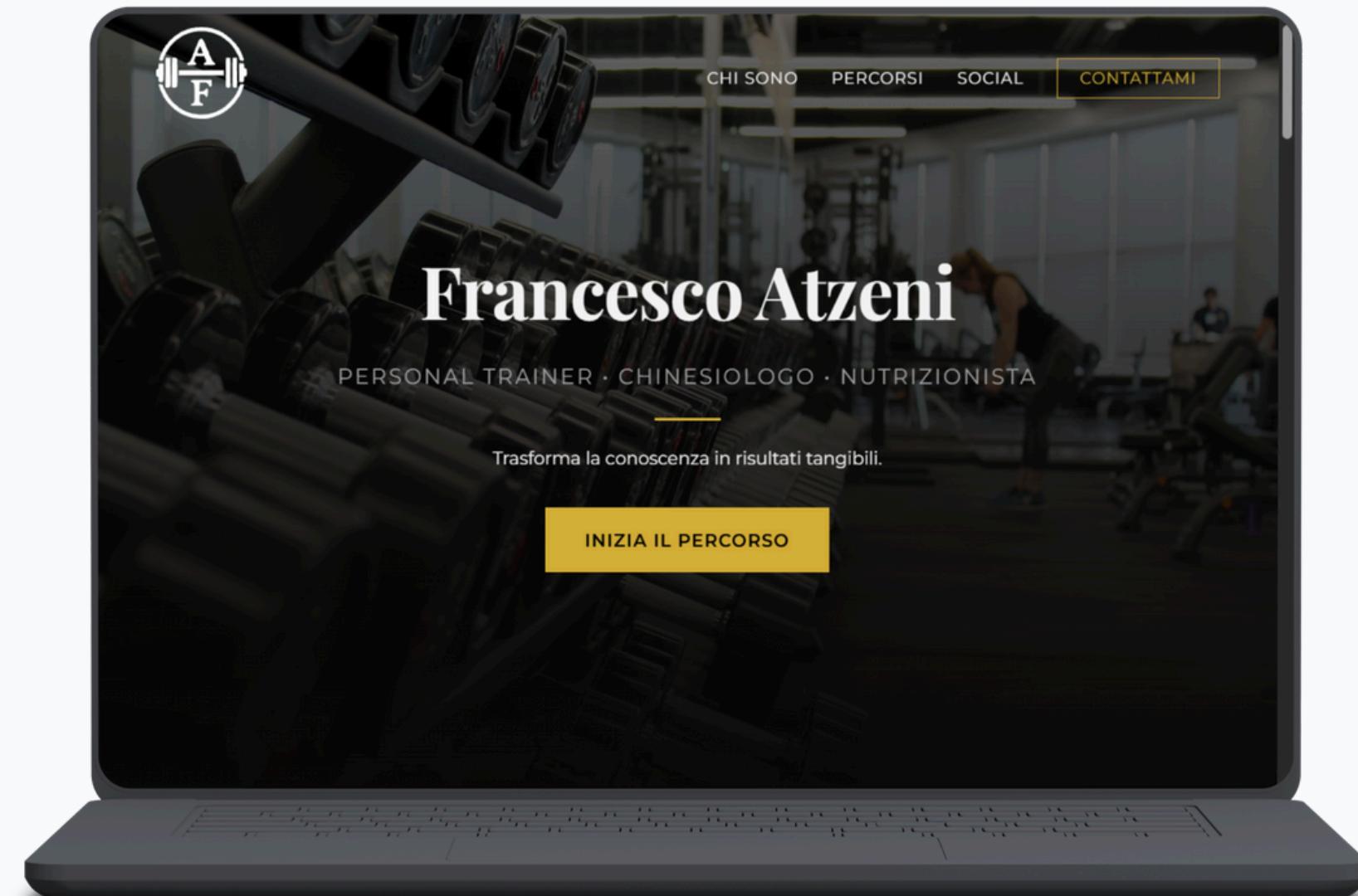


06 | INGEGNERIA
DEL MOVIMENTO

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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