



Guido Interlandi

Senior UX Designer

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About me

Data-driven user centered designer with over 6 years of UX & Product Design experience. Experience in working with large teams and founders. Proven track records of achievements with projects, +30% User retention rate, +40% Sign ups, reduction of the bounce rate. I worked with over 60 project managers & product owners in different industries. Areas I love the most: B2B SaaS, Mobile, Gaming, Finance, AI & Blockchain.

Skills

- UI/UX Design
- HTML / CSS / JS.
- Figma
- Prototyping
- User Research
- Brand Design
- Product Design
- Usability Testing

Work experience



Varritech inc — 2025 / Present

UX Design Lead

Innovative fast-growing software house. I build userflows, run user research and manage the UX/UI team. Visit: varritech.com



ActiveProspect inc — 2021 / 2024

Product Designer

I built and designed the most used B2B SaaS products in the Leads / Marketing industry. activeprospect.com



Desap Ent. — 2019 / 2021

UX Designer & Researcher

UK based software house. I was working on their biggest projects. Extensive User Research, Usability testing, and prototyping. Visit: desap.co.uk



Hyntelo srl — 2018 / 2019

UI Designer

Software company specialized in AI & Big Data. I have designed their most sold product, which boosted their ARR by a net 20%. Visit: hyntelo.com



Apart of Me — 2017 / 2018

UX Researcher

Award Winning videogame app ideated by psychologists to help children to cope with grief. Visit: apartofme.app/

Education

2012 — 2017

B.A. in Product Design

[Academy of Fine Arts of Catania](#), Catania, Italy.

2018 — 2019

UX Design Diploma

[User Experience Design Institute](#), Glasgow, UK.

2015

Computer Science Certificate

[Code org](#), San Francisco, California, USA.

2007 — 2012

HighSchool Diploma in Psychology

Liceo G.Gentile, Caltagirone, Italy.

