

Chiara Dametto

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Profile

I'm a UX/Product Designer who thrives on making complexity usable. With 4+ years in UX and Product design and a background in policy and operations, I bring a rare blend of analytical rigor and creative problem-solving. I've transformed data-heavy systems - ranging from moderation interfaces to localization routing tools and regulatory reporting dashboards - into intuitive and scalable experiences. What sets me apart is my ability to bridge my design expertise with operational, business, and compliance insight, creating products that solve complex problems while staying clear, human, and impactful.

Professional Experience

2021 – present
Amsterdam,
The Netherlands

UX/Product Designer Booking.com

- **Moderation Tool:** Redesigned navigation, data tables, and workflows, reducing errors and improving efficiency.
- **Localization Routing Tool:** Created a self-service routing UI with drag-and-drop and validation, enabling ops teams to manage rules independently and improve satisfaction.
- **Content Moderators Knowledge Base:** Restructured navigation and search flows, improving accuracy and onboarding for 200+ moderators.
- **Instructional Design & Training** – Developed instructional design skills by creating a comprehensive training program for a newly launched internal tool. Designed learning content, interactive walkthroughs, and user guides based on adult learning principles.
- **Transparency Report:** designed the first DSA-compliant report, simplifying regulatory data and cutting compliance review time by 20%.
- **Customer-facing Guidelines:** Restructured navigation and content, improving discoverability and reducing reporting errors.
- Collaborated daily with PMs, engineers, and analysts on discovery, prototyping, and usability testing.
- Contributed components to the design system, ensuring scalability and consistency.

2021 – 2022
Remote

Freelance UX/UI Designer Verto.sh

- Led redesign of an open-source collaboration tool, improving branding and UX.
- Boosted engagement and visibility, achieving front-page recognition on Hacker News.
- Coordinated with distributed dev community to integrate design changes.

2015 – 2021
Amsterdam,
The Netherlands

Policies & Design Process specialist Booking.com

- Launched a global Accreditation Program available to 16,000+ colleagues.
- Achieved 100% SLA compliance in managing EU user appeals under DSA.
- Created guides, training materials, and workflows to support platform adoption.
- Trained and coached 50+ moderators, improving consistency and quality.

2013 – 2015
Bergamo, Italy

Guest Experience Coordinator NH Hotels

- Collected and analyzed guest feedback to improve journeys and services.
- Coordinated campaigns that increased direct bookings.

Education and Certifications

2024	Nanodegree in Digital Arts Udacity
2022	Professional Certificate in UI Design UX Design Institute Capstone project: Designed an end-to end hotel aggregator platform (graded 96/100).
2020 – 2022	Associate Degree in UX Design UX Design Institute Capstone project: Created a responsive banking web app (graded 91/100).
2008 – 2013	Bachelor in Marketing & Tourism ITT Giuseppe Mazzotti

Strengths

User-Centered Design: Skilled at transforming complex requirements and data-heavy workflows into intuitive, scalable experiences.

Enterprise SaaS-like Expertise: Experienced with partner-facing platforms, compliance reporting, moderation UIs, and process-heavy systems.

Collaboration: Effective working with PMs, engineers, analysts, and stakeholders across functions.

Research and Testing: User interviews, usability testing, and feedback analysis to validate design decisions.

Design Systems: Proficient in Figma and component-based systems, ensuring clarity, scalability, and consistency.

Problem-Solving: Focused on simplifying workflows, reducing errors, and driving adoption through thoughtful design.

Accessibility: Knowledge of WCAG standards and inclusive design best practices.

Empathy: Brings a human-centered approach to design, ensuring products meet real user needs.

Analytical Thinking: Balances qualitative insights with quantitative data to inform design choices.

Leadership – Experienced in guiding peers, sharing knowledge, and fostering collaboration.

Skills and Technologies

Design Skills: Information Architecture, Design Systems, Complex Workflow Design, Data Visualization, Journey Mapping, Usability testing and evaluation, UX Writing, Visual Design, UI Principles, Wireframing and prototyping, Accessibility Design (WCAG), Responsive Design, Component Libraries and Pattern Libraries, Information Architecture (IA)

Research Methods: User Interviews, Usability testings, Competitors analysis, Surveys, Card Sorting, Heuristic Evaluation, Experience Mapping

Processes: Design Thinking, Agile, Design Sprints, Product Discovery, Hypothesis validation

Tools: Figma (incl. Figma AI features), Miro, Sketch, Maze, HotJar, Lovable, ChatGPT prompts, Jira, Zendesk, MS Office

Languages: Italian (native), English (fluent), Dutch (beginner)