

# Silvia Garuti

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## Summary

Staff-level Product Designer with 7+ years of experience designing consumer and AI-powered products at scale. Known for connecting strategy, research, and execution to align teams and deliver measurable business impact. Experienced in leading through influence, mentoring designers, and shaping product direction across complex, cross-functional systems.

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## Skills

Product & Strategy: Product Design, Design Leadership, AI-Driven Design, A/B Testing

Research & Data: User Research, Data Analysis, Metrics Definition

Strategy & Alignment: Vision Workshops, Cross-Functional Collaboration

**Languages:** Italian (native), English (fluent), Spanish (fluent), French (basic)

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## Experience

### Senior UX Designer — LexisNexis (RELX)

New York, NY | November 2021 – Present

- Led end-to-end product experiences across self-service, digital selling, and AI-powered platforms used by millions of users.
- Redesigned a high-traffic account platform, improving usability (+5% CES), engagement (35% weekly activity), and retention (~53%).
- Designed a digital renewal and upsell experience, driving a +36% conversion lift through A/B testing and iterative design.
- Led UX for AI marketing and product surfaces, reducing bounce rate from 69.1% to 59.1% and enabling rollouts across 12+ global markets.
- Facilitated cross-functional vision workshops and critique forums that aligned product, design, and engineering on roadmap priorities while mentoring designers.

### Lead UX Designer — Tierra

San Francisco, CA (Remote) | April 2021 – November 2021

- Led product design for a fast-paced startup, designing and prototyping new mobile and web features.
- Conducted usability testing and translated insights into rapid product improvements.

### Strategic Product Designer — Bindle

New York, NY (Remote) | January 2021 – June 2021

- Designed user-centered experiences for a healthcare product transforming vaccine records into digital passes.
- Delivered UX/UI across CRM, marketing, and web platforms.

### Product & UX Designer — Freelance

2018 – 2020 | Clients: Warner Bros, Microsoft, Facebook, USPS

- Designed consumer-facing digital products, data visualizations, and storytelling experiences.

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## Education

### M.S. Data Analysis — McDaniel College, MD (2024)

Thesis: *The Impact of Anthropomorphic Features on User Acceptance and Satisfaction for an AI Assistant*

### M.S. Strategic Design & Management — Parsons School of Design, NY (2020)

GPA: 4.0 · First Place, Rotman Design Challenge · First Place, USPS Direct Effect Innovation Challenge (\$20,000)

### B.F.A. Communication Design — Politecnico di Milano, ITA (2017)