

Claudio Visentin

Product Designer · Systems Thinker · Technical Builder

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PROFILE

Product designer who builds what he designs. 3+ years shipping features on a live global platform, including an expansion redesign that drove a **50% DAU uplift**. Works across the full product lifecycle—user research, systems modelling, UI design, and front-end implementation—with a bias toward measurable outcomes.

Currently building two products end to end: a real-time public transport app (live in production) and an NFC-powered SaaS platform for museums (prototype, preparing for pilots). Equally comfortable in Figma, a codebase, or a stakeholder workshop.

EXPERIENCE

Founder & Product Designer

2024 – Present

Tapglyph · NFC-powered visitor engagement platform for museums

Dublin, IE

- Designed the end-to-end product from concept to working prototype: information architecture, user journeys, pricing model, and browser-based NFC interaction—replacing low-adoption native museum apps with instant, no-install visitor experiences.
- Ran discovery interviews with museum curators and observational studies across three institutions, using insights to sharpen the value proposition and prioritise features.
- Modelled a tiered SaaS pricing structure (€150–€1,200 / mo) achieving 95% gross margins with a breakeven target of 18 mid-tier partners.
- Advancing toward pilot partnerships with cultural institutions in Ireland and the EU.

Freelance Product Designer & Developer

Nov 2024 – Present

Self-employed · Client: Bigpoint GmbH (Seafight)

Dublin, IE

- Delivered iterative design proposals and feature builds to remote stakeholders on a weekly cadence, maintaining quality and output consistency after transitioning from employed to freelance.
- Prototyped and tested gameplay mechanics against live usage data, improving user experience flows and reducing iteration cycles.
- Produced and maintained technical documentation to keep engineering and product teams aligned across time zones.

Game Designer

Apr 2023 – Nov 2024

Bigpoint GmbH · Seafight (live multiplayer platform)

Hamburg, DE (Remote)

- Led the full redesign of the Atlantis expansion—including the Event Completion feature, secret quests, and NPC redesigns—achieving a **50% increase in DAU** by diagnosing retention drop-off through data analysis.
- Translated analytics dashboard findings into concrete design recommendations adopted by the product team, improving retention and monetisation KPIs.
- Authored system specifications, economy models, and content documentation, keeping engineering, art, and production aligned across time zones.
- Shipped live feature updates to a global user base within structured release cycles, owning scope and delivery end to end.

Associate QA Analyst

Apr 2022 – Apr 2023

Bigpoint GmbH · Seafight

Hamburg, DE (Remote)

- Promoted to Game Designer within 12 months, recognised for product-level insight that consistently went beyond the QA remit.
- Improved release quality through structured bug reporting and direct communication with engineering and design leads.
- Contributed balance and mechanics feedback that fed into design improvements shipped in subsequent releases.

KEY PROJECTS

NavEire — Real-Time Public Transport Tracker

naveire.ie · [GitHub](#)

Full-stack application for Irish commuters, designed and built solo end to end. React and Vite frontend, Node.js and Express backend, SQLite for data storage, Leaflet for mapping. Integrates the live NTA GTFS-RT feed with a custom stop-reconciliation pipeline to resolve static/real-time ID mismatches.

Features include live vehicle tracking with bearing rotation, departure boards with static schedule fallback, stop search with location history, and a mobile-optimised PWA. Currently developing ghost-bus prediction algorithms by comparing historical and real-time schedule data.

Guth Eile — Irish Sign Language Teaching App

Unity · C#

Educational application using gesture recognition and interactive exercises. Awarded 9th place globally at the Unity Connect Student Challenge 2020 and presented at the IGBL Conference 2019.

SKILLS & TOOLS

Design & Product Product Design · Systems Design · User Research · Wireframing & Prototyping · Engagement & Retention Design · Data-Driven Optimisation · Figma · Jira · Confluence

Engineering React · Node.js · TypeScript · SQL/SQLite · REST APIs · GTFS/Real-Time APIs · NFC/Web APIs · Unity · C# · Git

Process Agile (Scrum, Kanban) · Technical Documentation · Cross-Functional Collaboration · Customer Discovery

EDUCATION

Grad. Cert. Creativity, Innovation & Entrepreneurship

2025 – 2026

University College Dublin

MSc Game Technology

2021 – 2022

Breda University of Applied Sciences

Relevant modules: Product Design, Human Psychology, Research Methods, Narrative Systems

BA Game Design, First Class Honours

2018 – 2021

Technological University Dublin

Relevant modules: Product Design, Software Development, Agile Workflows, UX

ADDITIONAL

Languages Italian (Native) · English (Fluent) · French (Limited) · German (Basic)

Interests Behavioural design · Product-led growth · AI in products · Psychology of engagement