

Nicolò Buselli

Junior Product Designer

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about

Hands-on experience across UX/UI, branding and strategy for startups, cultural events and independent products. Comfortable owning projects end to end, from research and wireframing to prototyping, testing and delivery, using AI-assisted workflows to move fast and iterate effectively.

skills

Rapid prototyping / Product Vision / Interaction Design / Experience Strategy / Information Architecture / 0 to 1 Product Development / User Research / User-Centered Design / Figma / Adobe Suite / WordPress / DaVinci Resolve / Blender / Rhinoceros

education

Systemic Design, Politecnico di Torino.

Master's degree
(Sept. 2023 - Feb. 2026)
110L/110

Design e Comunicazione, Politecnico di Torino.

Bachelor's degree
(Sept. 2020 - Dec. 2023)
104/110

languages

Italian - Native / English - C1

awards

ADI Design Index 2024 with "Appl[e]ause".

experience

UNIFY

EdTech startup

Sept. 2025 - Jan. 2026

Product Designer

- Owned the **entire UX/UI design**: research, wireframing, prototyping, final desktop and mobile interfaces
- 50+ user tests** and **20+ qualified interviews** to surface usability issues and iterate before MVP launch
- Conducted a cross-platform social media campaign that generated **500k+** organic **views** and **2000+ users** within the first week of launch

TEDx

PolitecnicodiTorino

International event

Oct. 2024 - Apr. 2025

UX / UI Designer

- Designed the event's **visual identity** and **website**, translating the theme into a coherent design system
- Maintained **brand consistency** across digital and print touchpoints, from social assets to on-stage graphics
- Coordinated the **internal design team**

JEToP

Junior Enterprise Torino
Politecnico

Nov. 2022 - Dec. 2024

Head of Design & Videomaking

- Developed **brand identities** and **websites** for two **national events**, ensuring consistency and recognizability across all touchpoints
- Worked with **10+ clients**, developing brand identities and digital touchpoints
- Led and coordinated a team of **10+ designers** and videomakers, ensuring consistent quality and on-time delivery
- Redesigned JEToP's brand identity and website

projects

POINTLESS

Software

Jun. 2026 - present

Product Designer / creator

- Designed the **UX/UI, branding**, and a cohesive **design system**, creating a modular interface that can scale without disrupting the overall layout
- Designed an **end-to-end experience** supporting a complete creative workflow within the tool
- Used an AI-assisted development workflow to build the **C++/Qt6** application and **GPU-accelerated rendering engine**

ULTRASUONO

Experimental Audio
instrument

Oct. 2024 - present

Co-creator

- Owned **brand identity, UX research, digital touchpoints** and **social media**
- Conducted 10+ semi-structured user interviews and two long-term **usability studies** to validate product features, direction, and target market
- Showcased the product at major industry events, including **Superbooth Berlin 2026** and **Soundmit 2025**
- Competed in **StartCup** with support from I3P, Politecnico di Torino's incubator, developing the business plan and go-to-market strategy.