



Luca Casamassima

Product Designer & Founder

Italian Product Designer & Founder with 5+ years of experience in startups and mid-sized companies. Skilled in ideation, wireframing, prototyping, and crafting final product designs. Passionate about growth hacking, product strategy, and designing exceptional digital products. Currently working remotely.

Info & Contact

📍 Lisbon, Portugal

📅 23 March 2000

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Education

Master's Degree in UX/UI Design

Start2Impact University
2021

Diploma in Graphics and Communication

I.I.S.S. Nervi-Galilei
2013 - 2018

Skills & Tools

UX/UI Design, Visual Design,
Wireframing, Growth Hacking, Product
Growth, SEO, Affiliate Marketing, Figma,
Miro, Photoshop, Illustrator, After Effects,
WordPress, Jira, HTML/CSS

Italian (Native)

English (Professional proficiency)

Experience

Co-Founder

10/2024 - Present

ShortPen - Link Management SaaS

- Conceptualized and launched ShortPen, a SaaS tool for efficient link management, event tracking and analytics.
- Created a scalable and intuitive design system from scratch, simplifying complex tasks into seamless user flows.
- Beginning implementation of a product-led growth strategy focusing on user acquisition, retention, and conversion optimization.

Founder

05/2024 - Present

Not The Same Old Tools

- Launched and grew a weekly newsletter showcasing innovative digital tools.
- Managed content, design, and affiliate partnerships.

Product & UX/UI Designer

10/2021 - 02/2026

Paginemediche (Full Remote)

- Led UX/UI redesigns of healthcare products (B2B & B2C), significantly enhancing user experience and engagement.
- Designed multiple mobile applications, responsive websites, and effective landing pages.
- Conducted user research, competitive analyses, and user flow mapping to inform and improve product designs.
- Built comprehensive design systems and created detailed low-fi and high-fi wireframes and interactive prototypes.

Founder

06/2020 - 04/2025

Guadagnissimo

- Founded and scaled a finance blog reaching hundreds of thousands of users annually.
- Grew monthly revenue up to thousands of € independently and executed a successful exit.

Junior Visual Designer

07/2018 - 03/2021

Flike - Web & Creative Agency

- Enhanced visual communication for local brands across digital and print media.
- Created branding, graphics, video commercials, and animations.