

SEBASTIAN ALESSIO PEYTON

Product & Service Design

Rome, Italy | sebastianmpeyton@gmail.com | +39 331 995 6638 | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Product & Service designer with hands-on UX/UI, prototyping, and systems-thinking experience across digital and phygital products. Motivated by solving cross-disciplinary problems and driving systemic change towards forward looking innovations.

EXPERIENCE

Industrial Design Consultant | Knows Eyewear 2022

- Performed market research to refine and enhance client user personas, optimizing targeted marketing strategies.
- Studied market trends focusing on design and material selection to create inspirational mood boards to guide the design process.
- Designed and pitched 3 product concepts to client, with a focus on new materials, finishes, and features for next season release.
- Created production ready product renderings using Rhino CAD software, culminating to the creation of 2 3D printed prototypes.

Contract User Experience Designer | Follicle Hair Studios 2023

- Redesigned existing client website to improve user flow and increase conversion rate.
- Updated existing client Design System with new colors and imagery.
- Produced marketing materials to share on various organic growth channels.

Product Management Intern | SimpleTire 2024

- Launched “Deal Alert Initiative” which increased project engagement from 1% to 2.5% in 3 months since launch.
- Partnered with the UX team to design and evaluate 4 new website features, enhancing user experience.
- Conducted competitive UX analysis across e-commerce platforms to inform product and homepage redesign briefs.
- Collaborated with engineering and design teams using Agile workflows, translating user research into actionable product requirements.

RELEVANT PROJECTS

- Mnemo — Digital twin service design concept: synthesized stakeholder research into a phygital service blueprint, prototyping digital touchpoints.
- Good Pistachios — Systems Design Project Proposal: Analyzed snack pistachio journey to propose a design intervention intended to reduce end product waste.

EDUCATION

MS Product & Service Design — La Sapienza University, Rome (expected 2027)

BS Product Design — Drexel University, Philadelphia (2024)

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera | Certificate ID: VSDNKX3L9O5Z

SKILLS

Design & Prototyping: Figma, Adobe CC, Rhino 3D, Unity (AR), Rapid Prototyping, Usability Testing

Methods: Design Thinking, Systems Thinking, Service Design, User Research, Data-Informed Design

Other: Cross-Disciplinary Collaboration, Agile/Lean, Data Analysis, Communication

LANGUAGES

English: Native (C2) Italian: Native (C2) French: Beginner (A2)