

Marta Ceffa

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BIO



Born in Italy, grew up in Sardinia, and studied in Milan. I started my career in Amsterdam at age 23 as a Digital Designer to become (a decade later) a Sr. Product Designer. After taking a break and spending nine months in the USA, I'm back in Europe, living in Madrid and working for a fintech company called Adyen.

I'm a humble, honest, and empathetic designer. I care for my team and strive to achieve the best results while working smart and having fun.

I love interior design, exploring new places, photography, and concerts. I could not live without coffee, pizza and the love of dogs.

My favorite motto is: **Good art inspires. Good design motivates.**

CURRENT POSITION

Feb 2023 - Present

Adyen

Fintech

Senior Product Designer

I'm currently working for two teams within Adyen. One team takes care of the Adyen Backoffice, built to support our internal superheroes to help our customer's businesses succeed.

The other team is currently working on a project that I cannot disclose yet. But I will be able to share more very soon..

PAST EXPERIENCE

Feb 2019 - Nov 2021

TripActions

Business travel and expense solution

Senior Product Designer

For almost three years, I was responsible for the User Experience of the Admin Tools. I worked very closely with the Product Manager Director and the Engineering team. I co-led an initiative that shaped a new way of traveling post-pandemic. We called it Team Travel, an intelligent solution for booking and managing trips for small and big groups. It was one of my most impactful projects.

Jul 2017 - Jan 2019

Bestseller

Danish fashion company

Product Designer

I was responsible for Bestseller's cohesive experience across 12 apps, ensuring the brands aligned to maintain design consistency. The company worked using Scrum, and I was the Scrum Master for the design team, helping my peers stay on track.

Sep 2016 - Jun 2017

Staples

American office retail company

Digital Designer

I was responsible for creating digital content and concepts for advertising projects. I also worked on print materials and digital ads.

Dec 2013 - Jul 2016

Ortec for Communications

Internal communication platform

Digital Designer

I designed internal communication and event apps for tablets and mobile and worked on a few front-end development projects. We built apps for KLM, Vodafone, NATO, ING, Rabobank, and others.

MENTORING EXPERIENCE

Jun 2022 - Present

ADPList

I have the great honor of mentoring junior and mid-level designers by helping them with job interview training, career strategies, portfolio reviews, and personal growth development.

May 2022 - Present

The pplan

I am helping fellow Ukrainian designers prepare for job interviews across Europe and the USA.

EDUCATION

2009 - 2012

IED (European Institute of Design)

Communication - Art Direction / Advertising

SKILLS + TOOLS

Product strategy	Figma
User research	Sketch
Prototyping	Principle
User interviews	HTML / CSS
Responsive design	Scrum master

LANGUAGES

Italian	Native
English	Fluent
Dutch	Basic
Spanish	Basic
Portuguese	Basic