

Eric Mistrazzoso

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[Design portfolio](#)

Professional summary

My goal is to design experiences with a clear purpose and a measurable outcome. With 8 years in architecture and real estate, I learned to think in business, user, and strategic systems, skills I now apply to UX. **I've already used VR and AI** to make effective and purposeful projects – and quickly absorb new skills and processes to turn them into valuable design solutions. I believe in designing for **usability, scalability, and measurable business impact**.

Experience

UX / Product Designer & Co-Founder

HOM srl | December 2023 - Present (Concurrent)

- **Designed and iterated an immersive VR home configurator**, leading the end-to-end design process from user research to high-fidelity prototypes and shipped products.
- **Conducted A/B testing and user feedback sessions** to validate design choices, leading to a conversion lift from 14% to 68%. The design strategy was built on human-centered principles to ensure a seamless and intuitive user journey, enabling the experience to be scaled to different user contexts.
- **Improved lead quality and engagement**, reducing cost per pre-qualified lead by 39% by aligning design with technical and business goals through close collaboration with engineering, marketing, and sales teams.

Project Architect (UX-Driven Design)

DFA partners | December 2020 - Present (Concurrent)

- **Led projects from concept to delivery**, applying human-centered design principles to balance client needs, user constraints, and functionality. The goal was to create immersive experiences that were intuitive, accessible, and scalable across multiple platforms.
- **Developed immersive 3D visualizations and interactive tools** that accelerated client decisions and improved user understanding. This approach reduced client feedback cycles by an estimated 25%, increasing project efficiency.
- **Established and enforced brand style guidelines** for digital/print presentations, creating consistent, user-friendly visual communication that improved client-team collaboration by 30%.

Education

Politecnico di Milano

Bachelor's Degree in Architecture | 2012 - 2016

- *Developed skills in design thinking, user-focused problem solving, visualization, and spatial analysis applicable to digital product design.*

Certifications

- Google **UX Design Professional Certificate** | August 2025
- Google **AI Essentials** | July 2025
- Google **Prompting Essentials** | July 2025
- Unreal Engine **Architectural Visualization** | July 2018

Skills

Design

- User Experience · User Interface · VR Prototyping · AI Prototyping · Visual Design · Wireframing · Stylesheets & Guidelines

Research

- User Interviews · Usability Testing · A/B Testing · Competitor Analysis · Design Strategy

Software

- Figma · Unreal Engine · Video Editing · AI Tools (Prompting, Generative AI) · Photoshop · Illustrator · InDesign · SketchUp

Collaboration & Leadership

- Rapid Iteration · Cross-functional Collaboration & Communication · Human-centered Approach · Project Management · Customer Engagement · English & Italian Fluency

Learning & Adaptability

- Rapid learning · Quick software proficiency · Self-driven experimentation