# **Eric Mistrazzoso**

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# **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 Al Essentials | July 2025
- Google Prompting Essentials | July 2025
- Unreal Engine Architectural Visualization | July 2018

## **Skills**

#### Design

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

#### Research

User Interviews · Usability Testing · A/B Testing · Competitive
 Analysis · Design Strategy

## Software

Figma · Unreal Engine · Video Editing · Al Tools (Prompting,
 Generative Al) · 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