



Andreas Gugliotta

Product Designer · Haarlem, NL

Sole designer of the Basic-Fit app · Cross-platform design system · Leading the smart-scale redesign

Phone: +31 6 27376087

Website www.gugli.nl

LinkedIn [linkedin.com/in/andreas-gugliotta](https://www.linkedin.com/in/andreas-gugliotta)

Work Experience

Product Designer (UX/UI) Basic-Fit B.V | Amsterdam, NL

January 2023 - Present

- Leading the end-to-end redesign and development of the Basic-Fit smart scale, working alongside engineering and the product owner
- Building and documenting Basic-Fit's design system, scalable components built to serve the app, website, and client portal.
- Owned end-to-end design of habit-forming and engagement features (streaks, badges, workout flows) targeting retention for 4M+ members across 6 European markets
- Contributed to user research alongside external partners, then led the design iteration based on the findings
- Redesigned workout discovery and exercise flows after funnel analysis surfaced drop-off at key steps
- Partnered with PMs and engineers across squads on biweekly sprints, contributed to roadmap prioritisation to keep retention high.

Visual Designer Hub Creations | Amstelveen, The Netherlands

July 2019 – August 2022

- Designed animated content and motion graphics for brand campaigns across print and digital
- Built interactive e-learning modules, applying usability thinking to instructional content
- Created original character design and storyboards for animation and branding projects
- Produced editorial layouts for print and digital deliverables across multiple clients

Design Skills

Design Systems · Mobile Product Design · Behavioral & Habit Design · Multi-Market Localization · Usability Testing · A/B Testing · Accessibility (WCAG)

Tools

Figma · Figjam · Figma Make · Google Analytics · Confluence · Jira · Claude · Lottie

Education

CareerFoundry Diploma of Education, UI/UX Design

Mar 2021- Jan. 2022

Middlesex University BA in Graphic Design

Nov 2010- Sept. 2014