

ANNA VISENTIN

UX DESIGNER

CONTACTS

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TOOLS

Sketch, Figma, inVision, Marvel, Principle, Balsamiq Overflow, Userzoom, Mailchimp, Hotjar, Google Analytics, Zeplin, Photoshop, Trello

SKILLS

CX, UX research, Qualitative and Quantitative Research, Personas, Scenarios, User journey, Usability Testing, Interaction Design, Storyboarding, Wireframing, Flows, AI, HTML5, CSS
Pixel perfect, Low-fi & HI-fi Prototyping, Digital Marketing, Metrics, SEO,

EDUCATION

UX/UI Bootcamp

Neoland | Barcelona 2019 - 450 h.

Digital Marketing Postgraduate degree

LaSalle - Ramon LLull University | Barcelona 2018

BA in Communication Science, Minor in Journalism

University Degli studi di Trieste | Italy 2007

LANGUAGES

Italian English Spanish

Advocate for User-Centered Design approach, I'm a data-driven professional and strong empathizer.

Thanks to my work experience, I matured the ability to identify and analyze users' needs and insights so to design holistic solutions that address business, technology and user requirements.

WORK

UX Designer & Researcher

Freelance | Aug 2019- present

- **Research and development** of user-centred design projects, applying the Design Thinking, Design Sprint and Lean UX methodologies.
- **User research** of a Public Safety Service Design Project: benchmark, users and stakeholders interview, survey, and user testing.
- **Designed** (Research - qualitative & quantitative & user testing - UX and UI) a Shopping in-App sizing feature.
- **Collaborated as UX and UI designer** for an Urban mobility App
- **Improved UX (heuristics and usability testing)** for sustainability website
- **Designed planned and execute UX Research** for a Hospital Management System new integrated feature

Customer Relations Specialist / Service design

Puig | March 2018- Aug 2019

- **Service Design to improve customer satisfaction** and to guarantee the achievement of the company's KPI's.
- **User research** through data analysis, users and Stakeholders interview

UX Designer / Researcher trainee

Girox | Oct 2017- MArch 2018

- Within the Digital Marketing department, **I collaborated on the design and execution of UX Research and UX design for the company new E-commerce**: Data analysis, competitors and relational benchmark, Ethnography, Usability testing, Pesona, User Journey, Wireframes and Web design: www.giroxsportswear.com

Customer experience specialist

AXA / Always Assistance | Nov 2014 -October 2017

- **Identifying customers' issues and needs through active listening and interviews.** Providing bests solutions to ensure customer satisfaction.
- Communication and coordination with different stakeholders and the company 's offices across Europe.

Customer experience specialist / UX researcher

CPM - Client: Airbnb.com | Apr 2012- May 2014

- **Users interview and behaviour observation** to identifying usability problems.
- Fast **problem solving** to ensure the best customer experience and satisfaction delivering solution that meet their needs
- **Direct collaboration with the development** department for the website and internal CRM improvement in terms of usability.