

# ANNA VISENTIN

Experience Designer

## CONTACTS

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## TOOLS

Figma, UserZoom, Miro,  
Figjam, Jira, inVision,  
Marvel, Principle,  
Lookback, Overflow,  
Mailchimp, Hotjar, Google  
Analytics, Trello.

## SKILLS

UX Design, Service Design,  
UX Research, Design  
thinking, Double diamond,  
Qualitative and Quantitative  
Research, Personas,  
Scenarios, User Journey,  
Service Blueprint, Usability  
Testing, CX, Interaction  
Design, Storyboarding,  
Wireframing, Prototyping,  
UI,  
Digital Marketing, Metrics.

## 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

I'm a big picture thinker, problem solver and data-driven professional.

With more than 10 years' experience working with customers in big corporations and consultancies, I matured the ability to bridge the gap between business requirements and customers/user's needs by focusing on the overall experience applying the Human Centered Design approach.

## WORK

### Product designer /Product availabilily team, IGD, Customer Domain

H&M Business Tech| Feb 2022 - Present

**Buy online pick up in store MVP:** Co-designed and shipped in the US market (currently live 10 stores for Web and iOS). Cross team collaboration, Qual research, data analysis and design iteration. Currently planning and conducting customer interview and multiple design concepts for MVP improvement.

**Notify if Back Sms PoC:** User research, design update and implementation for web, web app. Roll out in GB and DE by end of 2022.

**Bopis & FiS + MyH&M store:** cross team collaboration in research phase. Investigating the user journey impact by the interaction of multiple features.

**Notify if Back:** Secondary research and analysis, current user journeys mapping, opportunity definition & user journey improvement team workshop facilitation.

**Merch Tool PoC:** user interview, problem and insight definition. Internal tools benchamriking. direct collaboration with Dev team for Tool design and implementation & documentation.

### Service designer

Eurnoia | Nov 2021 - Feb 2022 Contract

Competitors benchmarking, analysis & final report to support UX design and business decision. Direct collaboration with UX designer, UX writer, PO.for Banking mobile app.

### UX consultant

Nateevo | June 2020- Oct 2021

Worked on multiple design projects for digital products and services.

**Service design, UX research and conceptualization** for Online University Service improvement.

**Heuristics analysis** for Real Estate website.

**Designed** (IA, user flow, med-fi Wireframes, prototype and user testing) a Tenant digital onboarding feature for a Real estate Website (Desktop and Mobile).

**E-commerce and corporate web redesign** IA, Wireframes, prototype. Direct collaboration with a cross-functional team and stakeholders.

### Customer relation specialist

Puig | Mar 2018- Aug 2019

Managing 200 + accounts. In charge of the whole Order to cash process.

**Securing** customer satisfaction and KPI's achievement by improving internal processes. **Data analysis, customers and stakeholders collaboration.**

### UX researcher/ UX designer

Girox | Oct 2017- Mar 2018 - Internship

Collaboration on the design and execution of UX Research and UX Design for the company new E-commerce: Competitors and relational benchmark, Ethnography, Usability testing, Persona, User Journey, Wireframes and Web design:

### Customer experience / Customer service specialist

Multiple Companies | 2011- 2017

Identifying customers needs through active listening and interviews.  
Providing best solutions to ensure Customer satisfaction.