


ANNA VISENTIN

UX DESIGNER

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.

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

WORK

UX Designer Consultant

Nateevo | Jul 2020- present

- **Research and development** of user-centred **design projects**, applying the Design Thinking, Design Sprint and Lean UX methodologies **for digital products and Services.**

UX Designer & Researcher

Freelance | Aug 2019- present

- **User Research** of a Public Safety Service Design Project: benchmark, users and stakeholders interview, survey, user testing.
- **Strategy to Design** for a Shopping in-App sizing feature.
- **UX and UI designer** for an Urban mobility App
- **Improved UX (heuristics and usability testing)** for sustainability website
- **UX / UI design** for a Hospital Management System new integrated feature
- **Landing page and newsletter** design

Customer Relations Specialist / Service design

Puig | March 2018- Aug 2019

- **Service Design to improve customer satisfaction** and KPI's achievement
- **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** www.giroxsportswear.com
- Data analysis, competitors and relational benchmark, Ethnography, Persona, User Journey, Wireframes, Web design and Usability testing

Customer experience specialist

AXA / Always Assistance | Nov 2014 -October 2017

- **Identifying customers' issues and needs through active listening and interviews.**
- Communication and coordination with stakeholders

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 customer satisfaction**
- **Direct collaboration with the development** department for the website and internal CRM improvement in terms of usability.