

MARTINA BISI

+39 3331102094 • martina.bisi@outlook.com • www.linkedin.com/in/bisimartina
<https://bisimartina.github.io/Portfolio/> • Milan

EDUCATION

- 2021 - 2024** **Master's degree: Teoria e tecnologia della comunicazione**
Università degli studi di Milano - Bicocca
- Key modules: experience design, interface design, interaction design, prototyping, cognitive ergonomics, web technologies.
 - Thesis: Gender representation in the design of conversational agents.
 - Degree grade: 110/110 cum laude.
- June 2021** **Training course: Digital marketing**
Accenture Italia
- Key modules: UX and UI Design, SEO and SEA, Digital advertising, Social Media Management, Service Design, Copywriting.
 - Project Work about Fashion industry after COVID-19.
- 2017 - 2021** **Bachelor's degree: Scienze umanistiche per la comunicazione**
Università degli studi di Milano
- Thesis: The user experience in the conversation with chatbots.
 - Degree grade: 107/110.
 - Key modules: information theory, advertising communication, linguistics, information law, mass media, anthropology, contemporary history.

WORK EXPERIENCE

- Sep. 2023 - March 2024** **Student collaboration with the Bicocca University Angels**
Università degli Studi di Milano - Bicocca
- Support to the Erasmus Office at the University, assisting students from the Science Department;
 - Support to the Social Team of Bicocca International on Instagram and TikTok;
 - Contents creation for Social pages and events.
- March - June 2023** **Internship as UX/UI Designer**
UNBLND - Ubigreat | Erasmus+ Traineeship program in Belgium
- user research to improve the user experience with the UNBLND app;
 - creation of mockups and prototypes;
 - user tests and interviews to evaluate the quality of the solutions adopted;
 - creation of vector illustrations and avatars.
- Sep. - Dec. 2022** **Student collaboration in the University Library**
Università degli Studi di Milano - Bicocca
- Support for the lending office of the Science Library of the University of Milano-Bicocca.
- 2018 - present** **Promoter**
Various agencies: LadyDi, Espertafield srl, Sintesi Promotions, To get Srl.
- Promotion work for various brands: Mars, Pedigree, Whiskas, Viaggiator Goloso, Trainline, Frontline, FREE NOW, Ferrovie Nord Milano;
 - Skills acquired: communication skills, flexibility, customer orientation.

DIGITAL SKILLS

- Figma, Balsamiq
- Canva
- Wordpress
- HTML, CSS, Bootstrap
- Microsoft Suite, G suite
- Notion, Trello, Mural, Miro

LANGUAGE SKILLS

- Italian: mother tongue
- English: B2