

# MARTINA BISI

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## EDUCATION

- 2021 - 2024**      **Master's degree: Teoria e tecnologia della comunicazione**  
*Università degli studi di Milano - Bicocca*
- Key modules: experience 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 about user experience and 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