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Born in Foggia, maker with a background in the e-commerce and online advertising (Facebook and Instagram).

After my experience in Lisbon, as a Customer Service Representative, I deepened my studies on User Experience, becoming UX/UI Design.

## ACADEMIC BACKGROUND

**Master in UX/UI Design** on Start2impact University, from 2021 until 2022;

**Bachelor's degree in Letters and Philosophy**, with specialising in Archaeology, at University of Foggia, 2012 - Final grade 105/110;

**High School Diploma in Applied Arts** at Istituto d'Arte Perugini, in Foggia 2006, final grade 90/100.

## WORK EXPERIENCE

**Facebook Marketing Expert** in Teleperformance from 2019 to 2020 (Lisbon);

**Customer Service Representative Senior** in Teleperformance, from 2018 to 2019 (Lisbon);

**E-commerce manager** for a personal project, from 2009 to 2018 (Italy).

## PROGETTI REALIZZATI COME UX/UI DESIGNER

- Brand Identity;
- Online medical examination booking site;
- E-commerce;
- Online courses site;

**ONLINE PORTFOLIO** → [fridawer.github.io/EN](https://fridawer.github.io/EN)

## PROFESSIONAL SKILLS

Figma/XD



Adobe Suite



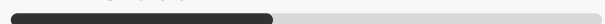
Google Suite



Miro



HTML e CSS



## LANGUAGES

### ITALIAN (MOTHER TONGUE)



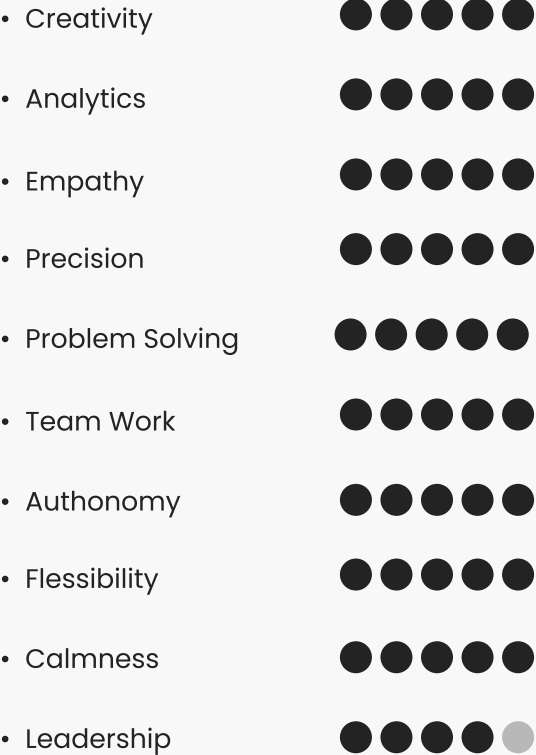
### INGLESE (B2)



### PORTOGHESE (B1)



## SOFT SKILLS



Each of my work experiences has helped me develop soft skills, which I apply in my UX/UI design work.

## MORE SPECIFICALLY

**AS FACEBOOK MARKETING EXPERT** I managed a client portfolio of small and medium-sized companies.  
I talked to them to understand their needs; I studied their business in order to offer a product and advertising strategy that was advantageous as much as possible.

**AS CUSTOMER SERVICE REPRESENTATIVE SENIOR I** learned to listen to the problems of customers and users, from all touch points of the purchase path (on site and off site) and at the return phase.  
I helped the new agents with their first tasks and in times of difficulty.

