



# ILARIA TORCOLACCI

I started my study career as a cartoon drawer, but I came out into a **junior UX/UI designer**. I hold a Bachelor's degree from ISIA Firenze (Product&communication design) and am currently pursuing a Master's degree in Digital and Interaction Design at Politecnico di Milano.

I have **experience in product** and **graphic design**, managing the entire process from **corporate identity** development to **prototyping**. Over the years, I have honed strong **analytical skills**, attention to detail, and a keen **aesthetic sense**. I am quick to learn and adapt to new tasks and possess **problem-solving** abilities within the design field. I have a foundational knowledge of **user research methodologies** and **usability testing**.

## PROFESSIONAL EXPERIENCE

- 08\_2024/  
Present

UX/UI Designer

CasetraPrivati

Complete website redesign, development of an integrated Digital Marketing strategy.
- 07\_2022/  
12\_2023

Aircraft Interior Design | External relations

MBVision

UX in aviation and museum, assistant and coordinator for workshop activities, editorial responsibilities.
- 3\_2023/  
6\_2023

AR teacher\_100h

corso ITS MAR, Florence

Teaching the development of Augmented Reality applications and software.
- Ed. 2023/  
2022/  
2021

Coordinator | Graphic&web designer

Creac@tivity event, Piaggio Museum

Coordinator, on/offline designer and curator of communication, internal and external relations of the Creac@tivity event, 3 editions, XVI (2021), XVII (2022), XVIII (2023).
- 07\_2021/  
08\_2021

Internship\_200h

MBVision

Aircraft Interior design, brand identity and content management.
- Ed. 2018/  
2019

Photographer | Videomaker

Animavi\_International Film Festival of Poetic Animation by ARS Animae

Documenting the interviews of the main guests.

## EDUCATION

- 2023/  
Present

MSc\_Digital and Interaction Design

Politecnico di Milano.
- 02\_2025/  
07\_2025

Bilateral agreements Program

Jiangnan University, Wuxi China.
- 2018/  
2022

BA\_Produc&Communication design

ISIA Design Firenze.
- 01\_2020/  
06\_2020

Erasmus+ Program

Savonia University of Applied Sciences, Kuopio Finland.

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## SOFT&HARD SKILLS




Wireframing, Rapid Prototyping, User-Centered Design (UCD), User Experience(UX), Information Architecture (IA), Visual Design, Interaction Design (IxD), Stakeholder Presentations, Cross Functional Collaboration, User Research, Usability Testing (SUS, UEQ, SEQ), User Needs Analysis, Content Management Systems, Startup Culture, AI Tools, Photographer, Videomaker and Editing.

## SOFTWARE

UX/UI\_Web Developer\_Adobe




Code </>









Microsoft Office

3D\_Render





## LANGUAGES

Italian\_NativeSpeaker English\_Fluent

## EXTRA CURRICULAR PROJECT

- 2025

"Cohub", a university project, has been selected for the Interdependence exhibitions at Milan Design Week in Milan and DIS 2025 in Madeira.
- 2023

My publication "International Design" in the "Creac@tivity Emagazine".
- 01\_2019

Firenze Creative City workshop\_40h UNESCO.
- 2013/  
2014

The realisation of hand animation Theatre shows "Promoted + two" and "23:55 is the time and the hour, how we are destroying the planet", made for Carlo Goldoni theatre