

# Laura Nesossi

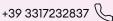
PRODUCT DESIGNER

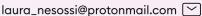
Look at my portfolio!

20/12/1997 🚓



Milan, Italy 🕥





linkedin.com/in/laura-nesossi (in)



# Work Experiences



# Product Designer @ Leasy.pro

09/2023 - NOW

Leasy is a **startup** developing a financial and management dashboard tailored for property managers.

As the sole designer, I oversee the entire design process, which involves:

- · Conducting research and competitive benchmarking
- · Ideating and prioritizing new features through contextual inquiries and interviews
- · Collaborating with the development team to refine wireframes and address
- · Designing both **desktop and mobile UIs**, while creating and maintaining the **design** system in Figma



# Product Designer @ Bending Spoons

11/2022 - 04/2023

- Design mobile experiences and UIs based on the design system, collaborating across multiple teams
- · Propose feature innovations to address users' pain points and drive growth
- $\cdot$  Conduct  $\mbox{\bf user interviews}$  to better understand their needs
- · Analyze A/B testing results to optimize monetization (CRO) as part of the Growth



### Y UX/UI Designer @ Mynd

02/2022 - 10/2022

- Interacting with clients to help them understand the best way to achieve their goals, and plan the design workflow
- · Activities include benchmarking, requirements collection through customer interviews and contextual inquiries, designing information architectures, creating wireframes, developing interactive prototypes, and conducting user testing

# Education

## Human-computer interaction

### Master's degree @ Bicocca University - Milan

09/2019 - 10/2021

The course offers a broad view of **User Experience** themes, from the psychological bases of communication to practical research and UI projects.

Thesis: experimental study about fake news spread through social media (110/110 cum Laude)

### Computer science

### Bachelor's degree @ Bicocca University - Milan

09/2016 - 07/2019

Thesis: usability study about different vague graphical representation of percentages (107/110)

Erasmus+ experience @ Université Côte d'Azur - Nice

# Other Experiences

### Social media manager

2016 - 2021

### Studenti Indipendenti Bicocca

I coordinated the social media team of a student organization by evaluating content, setting the strategy and tone of voice, and producing graphic content, growing the page from 100 to 10k followers.

### Scout experience

This experience instilled in me a strong sense of responsibility, and taught me how to handle unexpected events. For 3 years, I also played an educational role with children.

### Math and CS olympics

2014 - NOW

For several years, I participated in various competitions, including individual and group contests, reaching different advanced phases.

### Student representative

2016 - 2021

Lorganized events and managed interactions with professors while negotiating with university governance within the academic senate

#### **PROJECTS**

### **Leasy Platform**

Research and design of a property managing dashboard.



### PayPal UX Analysis

UX Analysis of two flows of the PavPal App with user test and redesign.



### Retake App

Design of a brand-new app with design system and components.

