



Laura Nesossi

PRODUCT DESIGNER

Look at my portfolio!

20/12/1997 🎂

Milan, Italy📍

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Work Experiences

Product Designer @ Leasy.pro

09/2023 - II/2024

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

As the **sole designer**, I oversaw the entire design process, which involved:

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

Product Designer @ Bending Spoons

II/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
- Conduct **user interviews** to better understand their needs
- Analyze **A/B testing results** to optimize **monetization (CRO)** as part of the Growth team

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

2007 - 2018

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

I organized 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 PayPal App, with user test and redesign.



Retake App

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

