



Laura Nesossi

PRODUCT DESIGNER

Look at my portfolio!

20/12/1997 🎂

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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 technical constraints
- 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
- 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.

