



Laura Nesossi

UX Designer

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Milano/Bergamo

20/12/1997

Work Experience



Bending Spoons

Product Designer

November 2022/Now

- Design **mobile experiences** and UIs based on the **design system**, across multiple teams, using Figma and FigJam.
- Propose **feature innovations** to address users' pain points and drive growth.
- Conduct **interviews** to better understand users' needs.
- Study **A/B testing** results to optimise monetisation (**CRO**) with the Growth team.



Mynd.srl

Junior UX Designer

January 2022 / October 2022

- Helping clients to create **meaningful experience** for their projects by applying **design thinking techniques**.
- Activities range from benchmarking, to **requirements collection** with customer, to the design of **information architectures**, wireframes and interactive prototypes, to the **testing** phase with users.
- Conduct **contextual inquiries** and observations to structure **service maps** and redesign.
- Use of different tools such as Figma, Sketch and Miro.

Keywords

User centered design

Empathy

Flow maps

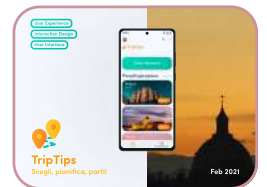
Data-driven design

Main projects

UX designer of an app about the city of Bergamo, with which we won a hackathon.



Need finding, observational analysis, design of the app and user tests.



Site redesign with personas, moodboards and HTML/CSS coding.



Education

TTC

2019/October 2021

Master's degree - UNIMIB

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

2016/July 2019

Bachelor's degree - UNIMIB

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

Erasmus+ experience - UNICE (Nice, FR)

2016/2021 Studenti Indipendenti Bicocca

Students' organization

As a **communication manager** I managed organization's social media coordinating the team and developing strategies (from 100 to 10k followers)

As a **students' representative** I organized events and manage interactions with professors.

2007/2018

Scout experience

I spent 11 years in a scout group. This experience gave me a strong sense of **responsability**, and taught me how to handle **unexpected events**.

For 3 years I also play an **educational role** with children.