

# SERENA PESARIN

## UI/UX Designer

Italy. Open to Relocate

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## EXPERIENCE

07/2021- UI/UX DESIGNER

Present FREELANCE (A Maze Inc)

- Gathering and evaluating user requirements, in collaboration with product managers.
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Design graphic user interface elements.

11/2019-

11/2020

### MERCHANDISER ACCESSORIES

KARL LAGERFELD. Amsterdam, The Netherlands

- Liaised regularly with clients to ensure that the products met their requirements and core business objectives.
- Main contact between the Design and the PD team.
- Responsible for the creation of briefs and benchmarks.

04/2017-

10/2019

### BUYING COORDINATOR

NIKE INC. Amsterdam, The Netherlands

- Uncovered, through research, user behaviours that helped to identify areas for improvement, in Nike Women category.
- Responsible for presenting solutions to various stakeholders.
- Collaborated on top-door product assortment strategies.

05/2014-

07/2016

### SHOWROOM ASSISTANT MANAGER

MCQ - ALEXANDER MCQUEEN/ KERING GROUP. Milan, Italy

- Developed the Visual Brand Bible for MCQ.
- Met with clients to present seasonal collections.
- Consolidated the monthly KPI's for selected clients, to quickly identify over and underperformers.

03/2014-

05/2014

### CONTENT EDITOR

CN Live - CONDE' NAST. Milan, Italy

- Created web communication visual assets.
- Responsible for the selection and editorial retouching of images.
- Ensured timely delivery on all projects, managing workload and timelines independently.

02/2012-

07/2012

### DIGITAL COMMUNICATOR ASSISTANT

ARMADILLO/ KENZO MAISON. Porto Cervo, Italy

- Collaborated with developers to create the look of the website.
- Conducting cross-channel research.
- Created accessible documentation that enabled the team to plan and implement a solid brand strategy.

## PROJECTS

### MOBILE APP DESIGN FOR ANDROID & IOS

Conceptualized and developed digital visual design assets, in accordance with Android and iOS guidelines.

### BRAND IDENTITY PROJECT

Designed logotypes, brand identity, and interface, ensuring that the end-product provided an efficient and engaging user experience.

### RESPONSIVE LBS WEB DESIGN

Develop original interface design concepts, executing from scratch a location-based app.

## SKILLS

Visual Design/ Art Direction/  
Interaction Design/ Design Research/  
Design Strategy/ Journey Maps/  
Usability Testing/ Wireframing/  
Prototyping/ Product Design

## TOOLS

GRAPHIC

InDesign/ Photoshop

WIREFRAME & PROTOTYPE

Sketch/ Adobe XD / Figma/ Flinto/  
Balsamiq

PROTOTYPE & DEVELOPE

InVision/ HTML & CSS

## EDUCATION

### DOMUS ACADEMY, Milan

MA Visual Merchandising & Styling  
2013

### KINGSTON UNIVERSITY, London

BA Fashion Design  
2009

### CROYDON COLLEGE, London

Foundation in Art & Design  
2006

## AWARDS & CERTIFICATION

### CAREERFOUNDRY

User Interface Design Certification  
2021

### DOMESTIKA

Brand Design Certification  
2021

### GRAND PRIZE WINNER:

MA Bursary- Creative Competition  
2013

### CENTRAL SAINT MARTINS

Marketing Certification  
2009

## LANGUAGES

Italian native language

English full professional proficiency

Spanish intermediate level