SARA MICHELAZZO

hello@sara.michelazzo.com
+61 449 042 719 | Skype: sara.michelazzo
107 Quay Street, Haymarket NSW 2000, Sydney

Portfolio: www.saramichelazzo.com
LinkedIn: linkedin.com/in/saramichelazzo

PROFILE

User Experience Designer with over 3 years of experience in interaction and visual design for web, mobile and SaaS applications with passion for sketching and self-education.
Personal focus on user-centered design, concept generation and interaction design.
Australian Visa: Working holiday (expires on 31/12/2014).

CAREER HISTORY

goCatch, Sydney, Australia
February 2014
User Experience Designer
goCatch is a smartphone application that connects taxi drivers directly with passengers.

Responsibilities:
- Conduct an end to end review of the booking process for both passenger and driver.
- Conduct interviews with passengers and conduct contextual inquiries with drivers to identify current pain points.
- Provide guidelines to improve the overall user experience of the booking process.

Achievements:
- Created a deliverable (65 pages) containing a complete analysis of the current status of the application screen by screen. The deliverable summarized competitor analysis, findings from the users, recommendations and suggestions for future features.
- Conducted 6 passenger interviews and 6 drivers contextual inquiries and 4 usability testing.
- Conducted UX methodologies as empathy mapping, scenarios, user journeys and task flows to research, understand and communicate the user's perspective.

Solair, Bologna, Italy
July 2012 – December 2013
Creative & Digital Designer
Solair is a multinational software house, and a Microsoft partner, specialized in creating SaaS business application platforms: Solair Platform. Solair controlled DPT, a software house specialized in 3D CAD software (Think3), 3D CAD plugins (Design Power Tools) and PLM Software (Power PLM).

Responsibilities:
- Creating personas, user flows, testing usability for web and touch-oriented user interfaces (tablets) for the products: Solair Platform and Power PLM. Providing wireframes and prototypes to the software engineers and front-end developers of the R&D department in an AGILE environment.
- Designing custom templates and coding responsive web sites for Joomla CMS using HTML, CSS and Twitter Bootstrap. Applying the template to existing websites (with more than 60 pages and up to three languages) after reorganizing information architecture and content.
- Redesigning think3 (3D CAD software) customer care web site for 5000 active clients.

- Reporting directly to CEO and to R&D Director.

Achievements:
- Overcame Agile related challenges to construct a shared vision. Created alignment amongst the R&D department to execute vision. Designed Solair Platform and Power PLM and launched the products.
- Redesigned think3.eu, solairplatform.com, designpowertools.com. Increased user satisfaction (+15%) and perceived findability of information (+7%). Decreased bounce rate (-29%) with mobile. Increased website visitors by 143%.
- Redesigning think3 customer care decreased the number of calls to customer care (-13%).

Recommendation letter from Valeria Naldi, R&D Director at Solair.

July 2011 – June 2012
Graphic Designer Contractor, Ferrara, Italy
Responsibilities:
- Writing engaging stories and creating sketching, storyboards and motion graphics for new product launches, presentations and pitches to investors.
- Brand development and digital marketing consultant for small businesses.
- Adobe photoshop and adobe illustrator teacher for beginners and intermediate level trainees.

Achievements:
- Awarded first prize in the "You Promote We Promote" video contest, organised by the Region of Emilia Romagna (Italy) in collaboration with Aster.
- Winner of the logo contest "Leave a mark" organized by the Municipality of Ferrara (Italy) to find a logo for the Office of Young Artists.

PREVIOUS ROLES

Modern Art Conservation, New York, NY, USA.
Art Conservator – European Union Grant
MAC is a studio specialized in contemporary art. Clients: Christie's and the Andy Warhol Foundation.
October 2010 - June 2011 (9 months)
- Researching and developing new restoration methods for contemporary art.

NY Biennale Art, New York, NY, USA - Ferrara, Italy
Graphic Designer - Internship
NYBA is an event committed to creating a direct line between collectors and contemporary artists.
August 2008 - October 2009 (1 year and 3 months)
- Generating new ideas and innovative campaigns to promote artists.

FORMAL EDUCATION

Graduate User Experience Designer
2014 - General Assembly, Sydney
General Assembly is a global software development training services Provider with campuses in New York, San Francisco, Hong Kong, London and Sydney.

Key subjects:
- User Research, contextual inquiries, usability testing, heuristic evaluation

- Personas, scenarios, user Flows, task analysis
- Interaction & interface design, prototyping, wireframing

Key projects:
- Adding a new group feature to LinkedIn. Methodologies applied: prototyping (Axure), usability testing, personas, scenarios.
- Designing an e-commerce web site, optimized for iPad. Methodologies applied: competitive analysis, card sorting, personas, scenarios, storyboards, task flows, users journeys.
- Designing an iPhone application. Methodologies applied: needfinding, sketches, rapid prototyping.

Master of Art in Conservation and Diagnostic of Modern and Contemporary Art
2007 – 2010, University of Ferrara, Italy. Grade 110 with honours.

Bachelor's Degree in Technologies for Cultural Heritage
2004 - 2007, **University of Ferrara, Italy**. Grade 110 with honours.

LATEST WORKSHOP

- Introduction to Web Accessibility by Erin Jeavons-Fellows, General Assembly, Sydney, February 2014.
- Axure: Interactive prototyping by Henry Cho, General Assembly, Sydney, January 2014.
- Human-Computer Interaction by Scott Klemmer, an online course for UC San Diego, December 2013.

SKILLS & TOOLS MAP

	SKILLS	TOOLS
UX / UI	User-centered design, user research, contextual inquiries, interaction design, information architecture, user interface design, usability testing, interviews, surveys, web accessibility, card sorting, participatory design, task analysis, rapid prototyping, heuristic evaluation, content analysis, personas, wireframes, competitive analysis, empathy maps, scenarios, user journeys, task flows, storyboarding, storytelling, sketching.	Axure, InVision, POP, Balsamiq, OmniGraffle, Fireworks.
VISUAL DESIGN	Brand development, advertising, illustration, graphic design, icon design, character design, video editing, motion graphics, print design, exibition design, product design. photography, photo retouching, drawing, painting.	Photoshop, Illustrator, InDesign, After Effects, Prelude, Premiere, Edge, Google Analytics. Power Point, Keynote.
FRONT-END	Responsive Design, HTML, CSS, twitter bootstrap, CMS, Joomla, Git, CSS sprites. Currently learning Javascript.	Sublime Text, Dreamweaver.

INTERESTS

Self-education, contemporary & digital art, travel and of course… being Italian pasta and pizza making.

References on request.