

# SARA MICHELAZZO

Italian UX designer moved to Sydney to attend the  
User Experience Design Immersive Course at General Assembly.

Portfolio: [www.saramichelazzo.com](http://www.saramichelazzo.com)  
Linkedin: [linkedin.com/in/saramichelazzo](https://www.linkedin.com/in/saramichelazzo)

## MAIN WORK EXPERIENCES

**Creative & Digital Designer** at Solair, Bologna, Italy.

July 2012 – December 2014 (1 year and 6 months)

Main responsibilities:

- Visual designer for two web application tools (Solair PLM and Solair Platform). Creating wireframes and mock-ups from low to high fidelity and working closely with the engineers and front-end developers of the R&D department following the AGILE software development. As a member of the User Experience team, developing personas and creating user flows to evaluate wireframes and mock-ups.
- Designing custom templates and coding responsive web sites for Joomla CMS using HTML, CSS and Twitter Bootstrap.
- Building an overall brand identity, managing Solair and subsidiary brands.

**Graphic Designer Freelance**, Ferrara, Italy

July 2011 – June 2012 (1 year)

- Providing inputs to develop brand awareness inside and outside the company, generating new ideas and innovative campaigns to promote the company to its market.
- Taking photographs, editing videos and drawing illustrations for our websites, press and social networks. Writing engaging stories, sketching storyboards and creating motion graphics to simplify complex concepts for the launch of new products, presentations and pitches to investors.
- Digital marketing consulting for small business

**Art Conservator - Internship** at Modern Art Conservation, New York, NY, USA.

October 2010 - June 2011 (9 months)

- Art conservator
- Researching and developing new restoration methods for contemporary art
- Photographer of art objects

**Graphic Designer** at NY Biennale Art, New York, NY, USA - Ferrara, Italy

August 2008 - October 2009 (1 year and 3 months)

- Generating new ideas and innovative campaigns to promote artists
- Building and managing web sites and blogs
- Developing advertising graphics

## EDUCATION

**User Experience Design Immersive (8 weeks all day, every day)**

January 2014 – February 2014 , **General Assembly – Sydney**

- User Research, Prototyping, Interaction & Interface Design
- Design Process, Design Communication & Documentation
- Team Collaboration, Professional Design Skills

**Self-education through online training libraries**

2011 – present, **Lynda.com, Treehouse, Code School, Coursera**

- Adobe Creative Cloud tools, creative skills, typography, colour theory and composition
- CSS, HTML5, JavaScript, responsive design, prototyping
- Foundation of UX & Human-Computer Interaction

**Master of Art in Conservation and Diagnostic of Modern and Contemporary Art**

2007 – 2010, **University of Ferrara, Italy**. Grade 110 and honours.

- Associate at Diagnostic and Restoration of Cultural Heritage Institute Coop. Soc. and part-time worker as conservator scientist and art educator.
- Volunteer photographer at the International Festival of Contemporary Art in Faenza.

**Bachelor's Degree in Technologies for Cultural Heritage**

2004 - 2007, **University of Ferrara, Italy**. Grade 110 and honours.

## MAIN TOOLS

Balsamiq, OmniGraffle, Axure, InVision, POP, Adobe Creative Cloud (Photoshop, Illustrator, Ideas, Fireworks, InDesign, After Effects, Prelude, Premiere, Edge, Muse), HTML, CSS, JavaScript, Twitter Bootstrap, Google Analytics, Joomla CMS.

## REFERENCE

References on request.

Thanks for your time,  
Sara