# Serena Tomassetti

Zürich, Switzerland

☎ +41 76 728 42 70

✉ serenatomassetti001@gmail.com

⚲ serenatomassetti.com

🔗 linkedin.com/in/serena-tomassetti/

## PERSONAL DATA

Italian

15th April 1989

C-Permit

## SKILLS

HCI, User Research, User Interface, Wireframing, Rapid Prototyping, Information Architecture, UX Writings, Lean UX, Usability Test.

## TOOLS & TECHNOLOGIES

Figma, Sketch, Invision, Axure, Balsamiq, Creative Cloud, Zeplin, Google Analytics, Look Back.

## LANGUAGES

Italian: native

English: fluent (C1)

German: professional (B2)

## PASSIONATE ABOUT

Design, art, photography, skiing, hiking, traveling.

## SUMMARY

Resourceful User Experience Designer with broad practice in design and customer experience. I define new product opportunities, promoting a user centered approach across companies.

With strong communication and interpersonal skills, I build fruitful relationships with clients and colleagues. I am recognized for critical thinking, accuracy to details, self management and capacity to adapt quickly. I highly value personal development, I am curious, a hungry reader and traveler, with a high interest in technology and innovation.

## EXPERIENCE

### Contract UX Designer • Muume AG

**Zürich • Dec 2020-Feb 2021**

Designed digital interfaces for B2B and B2C softwares in 3 break points. Collaborated closely with Head of Design, project managers and developers. Field Researches. Agile methodology.

### Contract UX Designer • Altopiano Delle Rocche

**Zürich • Sep-Nov 2020**

Designed touristic mobile app for Altopiano delle Rocche, from research up to the implementation. Collaborated closely with stakeholders and developers. Lean approach.

### Contract UX Designer • Bar Voce

**Rome • Apr-Jun 2020**

Designed digital strategy for Bar Voce's safe restart during the Covid-19 pandemic. Collaborated closely with stakeholders and developers. Lean approach.

### UX Designer • Freelance

**Zürich • Aug 2019-Present**

Designed digital user experiences in various freelance projects.

### Brand Ambassador • Lindt & Sprüngli

**Zürich • Sep 2018-Dec 2020**

Identification of customer needs and behaviour. Sales and customer experience. Collaborated with Marketing bridging observations of customer needs and proposing solutions. Support on Store Layout, stock and Visual Merchandising.

### Promoter • M.Prestige Promotions

**Zürich • Sep 2017-Aug 2018**

Identification of customer needs and behaviour. Target sales for YSL, Dior, Chanel and customer experience. Trained on customer psychology and behavior from Brand Managers.

### Travel Designer & Booking Agent • Ed è subito Viaggi

**Rome • Sep 2017-Aug 2018**

Designed tailored travel experiences, established long-term customer loyalty and returning customers. Identification of customer needs, customer experience and support.

## EDUCATION

### User Experience Nanodegree • Udacity

**Spring 2020**
Created an end-to-end digital user experience ready to be handed off for development.
• User research for qualitative and quantitative data • Analysis and Synthesis of collected data • Design Sprint • Low and High fidelity wireframes and prototype • Style guide and Design library • Usability test and Iterations.

### User Experience Bootcamp • Interaction Design Foundation

**2019-2020**
Designed a Project Management Web app through 1 to 1 mentorship sessions and guidance.
• User Research • Design Sprint • Sitemap • Low and High fidelity wireframes and prototype • Style guide and Design library.

### Bachelor of Art • University of L'Aquila, Italy

**2008-2013**
Cultural and Environmental Heritage.

### Erasmus Exchange • University of Zagreb, Croatia

**2012-2013**
Master's Thesis in History of Architecture.

## LICENSES & CERTIFICATIONS

• UX Management: Strategy and Tactics, Interaction Design Foundation, 2021.

• Information Visualization: Getting dashboards right, Interaction Design Foundation, 2020.

• Gamification: Creating addictive user experiences, Interaction Design Foundation, 2020.

• Affordances: Designing intuitive user interfaces, Interaction Design Foundation, 2020.

• Accessibility: How to design for all, Interaction Design Foundation, 2020.

• Emotional Design: How to make products people will love, Interaction Design Foundation, 2020.

• Agile Software Development, University of Minnesota, 2020

• Human Computer Interaction- HCI, Interaction Design Foundation, 2019-20.

• UI Design Patterns for succesful software, Interaction Design Foundation, 2019-20

• User Research - Methods and Best Practises, Interaction Design Foundation, 2019-20.

• Mobile UX Design, Interaction Design Foundation, 2019-20.

• Design Thinking, Interaction Design Foundation, 2019-20.

• Fundamentals of Graphic Design, typography and storytelling, Californian University of Arts, 2019.

• Store Layout & Visual Merchandising, London University of Arts, 2018

• Travel Experience Design, CTS, 2014.