

Designing useful, usable and desirable interfaces.

# Serena Tomassetti

## UX/UI DESIGNER BASED IN ZURICH.

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### EXPERIENCE

#### UX/UI DESIGNER

Freelancer | 2019-Present

#### BRAND AMBASSADOR

Lindt Brand Ambassador | 2018-Present

#### TRAVEL AGENT

Ed è subito viaggi | 2015

Booking agent, travel planner and designer

### ACADEMIC STUDIES

#### BACHELOR OF ART

University of L'Aquila | 2008-2013  
Cultural and Environmental Heritage.

#### ERASMUS EXCHANGE

University of Zagreb | 2012-2013  
Dissertation in History of Architecture.

### OTHER STUDIES

#### UX DESIGN BOOTCAMP

Interaction Design Foundation | 2019-2020  
Webapp Design and Portfolio website.

#### COURSES

Interaction Design Foundation | 2019-2020  
Design thinking/ HCI/ UI design patterns/User research/Mobile UX/Accessibility.

#### GRAPHIC DESIGN

Californian Institute of the Arts | 2019  
Principles of graphic design, typography and image making and storytelling.

#### STORE LAYOUT AND VISUAL MERCHANDISING

London University of Art | 2018  
Online course and certificate.

#### TRAVEL DESIGN

CTS- High Education Center for Tourism | 2014  
Design of new routes in Brazil.

### SKILLS

Competitive analysis  
User research and personas  
User centered design  
Sketching  
Wireframing  
HC Interaction  
Storyboarding  
Moodboarding  
Prototyping

### TOOLS

Invision  
Illustrator/Scribus  
Photoshop  
Balsamiq  
Mockflow

### TALENTS

Creative  
Emphatetic  
Ambitious  
Motivated  
Sincere and clear

### LANGUAGES

Italian Native  
English Proficient  
German Fluent  
French Basic  
Spanish Basic

### LEARNING

Figma  
Html  
Css