Serena Tomassetti

Zurich, Switzerland

EXPERIENCE

UX/UI Designer

Altopiano delle Rocche - contract role
Sep 2020 - Nov 2020, Zurich
UX Research and UI Design for Altopiano delle Rocche touristic mobile app, working closely with Stakeholders and Developers.

UX/UI Designer

Bar Voce - contract role
Apr 2020- Jun 2020, Zurich
UX/UI research and design for Bar Voce. Digital solution for a safe restart during the Covid-19 pandemic

UX/UI Designer

Freelancer
Aug 2019 - Present, Zurich
UX/UI research and design for various freelance projects.

Brand Ambassador

Lindt
Sep 2018 - Dec 2020, Zurich
Identification of customer needs and behaviour, sales and customer experience. Support on layout and Visual Merchandising.

Promoter

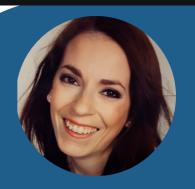**M.Prestige Promotions**
Sep 2017 - Aug 2018, Zurich
Identification of customer needs and behaviour. Target sales for YSL, Dior, Chanel and customer experience.

Travel Designer & Booking agent

Ed è subito Viaggi
Jan-Jul 2015, Rome
Design of short-travel packages. Booking Agent. Identification of customer needs, customer experience and support.

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SKILLS

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

TOOLS & TECHNOLOGIES

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

LANGUAGES

Italian (native)
English (fluent-
German (professional)

PASSIONATE ABOUT

Design, Art, Photography, skiing, hiking, traveling.

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EDUCATION

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.

User Experience Nanodegree
Udacity
Apr - May 2020
Creation of an end-to-end digital user experience that is ready to be handed off for development.
•User research for qualitative and quantitative data •Analysis and Synthesis of collected data •Design Sprint •Lo-Fi and Hi-FI wireframes and prototype •Style guide and Design library •Usability test and Iterations.

User Experience Bootcamp
Interaction Design Foundation
Nov 2019 - Mar 2020
Creation of a digital user experience through 1to1 mentorship sessions and guidance.
•User Research •Design Sprint •Sitemap •Lo-Fi and Hi-fi wireframes and prototype •Styleguide and Design library.

LICENSES & CERTIFICATIONS

• UX Management: Strategy and Tactics, Interaction Design Foundation, 2020.

• 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.

• Travel Experience Design, CTS, 2014.