

# Serena Tomassetti

Zurich, Switzerland

## EXPERIENCE

### UX/UI Designer

#### Muume AG - contract role

Dec 2020 - Feb 2021, Zurich

Design of intuitive, user-friendly software working closely with the Head of Design and Developers.

### 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.

### 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-C2)

English (fluent-C1)

German (professional-B2)

## PASSIONATE ABOUT

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

## 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.