



# Serena Tomassetti

📅 15th April 1989

📍 Zürich, Switzerland

🏠 L'Aquila, Italy

📄 C-Permit

## CONTACTS

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## 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 promote a user centered approach across companies and build fruitful relationships with clients and colleagues. I am recognized for critical thinking, accuracy to details, self management and capacity to adapt quickly. I am a curious person, an hungry reader and traveler, with a high interest in technology and innovation.

## EXPERIENCE

### UX Designer • Contract

**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 research. Agile methodology.

### UX Designer • Contract

**Visit Altopiano, Rome (Remote) • Sep - Nov 2020**

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

### UX Designer • Contract

**Bar Voce, Rome (Remote) • 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 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

**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 • 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.