

# Serena Tomassetti

Zurich, Switzerland

## EXPERIENCE

### UX/UI Designer, Intern

Muume AG

Jan 2021-Present, Zurich

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

- Conducting user research and testing
- Developing wireframes and task flows based on user needs
- Communicating design ideas and prototypes to developers
- Effectively communicating research findings, conceptual ideas and detailed design rationale
- Assist in designing web interfaces and brand assets.

### UX/UI Designer

Freelance projects

Aug 2019 - Present, Zurich

UX/UI research and design for freelance projects.

### Brand Ambassador

Lindt

Sep 2018 - Present, Zurich

Identification of customer needs, sales and customer experience.

### Promoter

M.Prestige Promotions

Sep 2017 - Aug 2018, 1 year, Zurich

Target sales for YSL, Dior, Chanel and customer experience.

### Travel Designer & Booking agent

Ed è subito Viaggi

Jan-Jul 2015, 6 months, Rome

Design of short-travel packages.

## 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.

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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, Zeplin, Google Analytics, Miro, Mural, Look Back, Maze.

## LICENSES & CERTIFICATIONS

- 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

- HCI, Interaction Design Foundation, 2019-20.

- UI Design Patterns, Interaction Design Foundation, 2019-20

- User Research Methods, Interaction Design Foundation, 2019-20.

- Mobile UX, 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.

## LANGUAGES

Italian (native)

English (fluent)

German (professional)

## PASSIONATE ABOUT

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