

Designing useful, usable and desirable interactions.

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

EDUCATION

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.

UX DESIGN BOOTCAMP

Interaction Design Foundation | 2019-2020

Webapp Design and Portfolio website.

UX/UI CERTIFICATIONS

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/Figma/Sketch

Illustrator/Scribus

Photoshop

Balsamiq

Mockflow

Google Analytics

TALENTS

Creative

Emphatic

Ambitious

Motivated

Sincere and clear

LANGUAGES

Italian Native

English Proficient

German Fluent

French Basic

Spanish Basic

LEARNING

Html & CSS

Gamification