

# Serena Tomassetti

Zurich, Switzerland

+41 76 72 84 270

[serenatomassetti001@gmail.com](mailto:serenatomassetti001@gmail.com)

[serenatomassetti.com](https://serenatomassetti.com)

[linkedin.com/in/serena-tomassetti/](https://linkedin.com/in/serena-tomassetti/)

## EXPERIENCE

### UX/UI Designer

Personal projects

Oct 2019 - Present - Zurich

Working on personal projects to master the skills of the UX/UI during a career switch.

### Brand Ambassador

Lindt

Sep 2018 - Present - 2years, Zurich

Identification of customer needs.

### Promoter

M.Prestige Promotions

Sep 2017 - Aug 2018 - 1 year, Zurich

Sales by target for YSL, Dior, Chanel.

### Travel Designer & Booking agent

Ed è subito Viaggi

Jan-jul 2015 - 6 months, Rome

Design of short travel packages

## EDUCATION

### User Experience Nanodegree

Udacity

2020

Create a digital user experience that is ready to be handed off for development.

Identify the user and the solutions they need. Synthesize the research, use design sprints to take an idea from concept to low-fidelity prototype. Turn the low-fidelity prototype into a high-fidelity design, and improve its performance based on data.

### User Experience Bootcamp

Interaction Design Foundation

2019 - 2020

During the 6-weeks dedicated to design, I was paired with my Ux mentor, and guided through the selection of my project and through the design thinking process,

- User Researches, Competitor's analysis, User Journey Maps;
- Sketching, Information Architecture,
- Styleguide, Wireframes and Prototype with Interactions.

Capstone: Project Management Web App

### Design Thinking

Interaction Design Foundation

Nov 2019 - Mar 2020

Apply design thinking to create innovative user-centric solutions.

Topics: user-centric methods, empathy, ideation, prototyping, and playful testing.

## Skills

User Research

User Experience

User Interface

Interaction Design

Wireframing

Rapid Prototyping

UX Writings

Lean UX

Gamification

## Tools & Technologies

Figma, Sketch, Photoshop,

Framer, Invision, Balsamiq,

Zeplin, Google Analytics, Miro,

Look Back, Maze

## Learning

HTML, CSS

## Languages

Italian (native)

English (proficient)

German (fluent)

## Passionate about

Design, Art, travel, photo,

Literature, nature, skiing, hiking.

## **Human Computer Interaction**

### **Interaction Design Foundation**

Dec 2019 - Mar 2020

How cognition and perception affect the experience of interactive design.

Topics: navigation and screen design, cognitive analysis, human senses applied to UX design

## **UI Design Patterns**

### **Interaction Design Foundation**

Dec 2019 - Mar 2020

Choose user interface design patterns for best interface design.

Topics: information architecture, content design, UI-UX patterns.

## **User Research Methods**

### **Interaction Design Foundation**

Dec 2019 - Mar 2020

Qualitative user research role in the design process.

Topics: user research planning, customer interviews, contextual inquiry, qualitative analysis.

## **Mobile UX**

### **Interaction Design Foundation**

Dec 2019 - Mar 2020

Design mobile interfaces based on usability best practices.

Topics: mobile design, mobile patterns, UX strategy.

## **Agile Software Development**

### **University of Minnesota (Coursera)**

Mar 2020

Apply agile mindset, frameworks available to implement it.

## **Fundamentals of Graphic Design**

### **Californian Institute of Arts (Coursera)**

2019

## **Typography**

### **Californian Institute of Arts (Coursera)**

2019

## **Image Making and Storytelling**

### **Californian Institute of Arts (Coursera)**

2019

## **Store Layout and Visual Merchandising**

### **London University of Art**

2018

Store layout for an efficient Customer Journey

## **Travel Design**

### **CTS- High Education Centre for Tourism**

Oct - Dec 2014

Research and Design of new Routes in Brazil

## **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