

Designing useful, usable and desirable interactions.

Serena Tomassetti

UX DESIGNER BASED IN ZURICH

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EXPERIENCE

UX/UI DESIGNER

[Freelancer | 2019-Present](#)

BRAND AMBASSADOR

[Lindt | 2018-Present](#)

TRAVEL AGENT

[Ed è subito viaggi | 2015](#)

Booking agent, travel planner and designer.

EDUCATION

UX/UI DESIGNER BOOTCAMP

[Interaction Design Foundation | 2019-2020](#)

Webapp Design and Portfolio website.

UX/UI CERTIFICATIONS

[Interaction Design Foundation | 2019-2020](#)

Design thinking process

Human-Computer Interaction

UI design patterns

User research methods and best practice

Mobile UX

Accessibility.

GRAPHIC DESIGN

[Californian Institute of the Arts | 2019](#)

Graphic design's principles, typography, image making and storytelling.

STORE LAYOUT & VISUAL MERCHANDISING

[London University of Art | 2018](#)

Online course and certificate on store layout for effective customers journey.

TRAVEL DESIGN

[CTS- High Education Center for Tourism | 2014](#)

Design of new routes in Brazil.

BACHELOR DEGREE OF ART

[University of L'Aquila | 2008-2013](#)

Cultural and Environmental Heritage.

ERASMUS EXCHANGE

[University of Zagreb | 2012-2013](#)

Thesis in History of Architecture of the first Baroque Church in Croatia.

SKILLS

Competitive analysis

User research methods

User driven design

Lean UX

Agile

Gamification

Sketching

Wireframing

HC Interaction

Storyboarding

Moodboarding

Prototyping.

TOOLS

Invision

Figma

Sketch

Illustrator & Photoshop

Balsamiq

Mockflow

Google Analytics.

TALENTS

Creative

Emphatetic

Ambitious

Motivated

Sincere and clear.

LANGUAGES

[Italian](#) Native

[English](#) Proficient

[German](#) Fluent

[French](#) Basic

[Spanish](#) Basic.

LEARNING

Html & CSS.