Serena Tomassetti

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EXPERIENCE

UX/UI Designer
Bar Voce
May 2020
Design of the Bar Voce website, a safe digital strategy to restart after Covid-19.

UX/UI Designer
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 - 2 years, Zurich
Identification of customer needs, sales and customer experience.

Promoter
M.Prestige Promotions
Sep 2017 - Aug 2018 - 1 year, Zurich
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

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.
-Identification of the users and the solutions they need. Synthesis of the research,
-Design sprints to take an idea from concept to low-fidelity prototype. Turn the low-fidelity prototype into a high-fidelity design, and improvement of its performance based on data.

User Experience Bootcamp
Interaction Design Foundation
Nov 2019 - Mar 2020
- User Researches: Competitor's analysis, User Journey Maps, Persona;
- Design sprint: sketches, Lo-fi and Hi-fi wireframes and prototype.
- Styleguide and design library.
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