

Serena Tomassetti

Zurich, Switzerland

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

Aug 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

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

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.

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.

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Skills

HCI, User Research Methods, User Experience, User Interface, Wireframing, Rapid Prototyping, Information Architecture, UX Writings, Lean UX, Usability Test, Gamification.

Tools & Technologies

Figma, Sketch, Photoshop, Framer, Invision, Balsamiq, Zeplin, Google Analytics, Miro, Look Back, Maze

Licenses & Certifications

- 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, Calarts, 2019.
- Typography, Calarts, 2019.
- Image-making and Storytelling, Calarts, 2019.
- Store Layout and Visual Merchandising, London University of Arts, 2018.
- Travel Design, CTS, 2014.

Languages

Italian (native)

English (proficient)

German (fluent)

Passionate about

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