

# Serena Tomassetti

UX/UI DESIGNER BASED IN ZURICH

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## EXPERIENCE

### UX/UI DESIGNER

[User Experience Designer | 2019-Present](#)

### BRAND AMBASSADOR

[Lindt | 2018-Present](#)

### TRAVEL DESIGNER

[Ed è subito viaggi | 2015](#)

## EDUCATION

### USER EXPERIENCE NANODEGREE

[Udacity | Present](#)

User research and report, define solutions, lo-fi and hi-fi prototypes, improvements based on data.

### 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 CERTIFICATIONS

[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 certification 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

## SKILLS

Competitive analysis

User research methods

User driven design

Lean UX

Agile

Gamification

Sketching

Wireframing

HC Interaction

Storyboarding

Conversions optimization

Prototyping.

## TOOLS

Invision

Figma

Sketch

Illustrator & Photoshop

Balsamiq

Mockflow

Miro

Google Analytics.

## TALENTS

Creative

Emphatetic

Ambitious

Motivated

Sincere and clear.

## LANGUAGES

[Italian](#) Native

[English](#) Proficient

[German](#) Fluent

[French](#) Basic

[Spanish](#) Basic.

## LEARNING

Html & CSS.