

Designing useful, usable and desirable interactions.

# Serena Tomassetti

## UX/UI DESIGNER BASED IN ZURICH.

+41 767284270

www.serenatomassetti.com  
serenatomassetti001@gmail.com

### EXPERIENCE

#### UX/UI DESIGNER

Freelancer | 2019-Present

#### BRAND AMBASSADOR

Lindt Brand Ambassador | 2018-Present

#### TRAVEL AGENT

Ed è subito viaggi | 2015

Booking agent, travel planner and designer

### EDUCATION

#### BACHELOR OF ART

University of L'Aquila | 2008-2013

Cultural and Environmental Heritage.

#### ERASMUS EXCHANGE

University of Zagreb | 2012-2013

Dissertation in History of Architecture.

#### UX DESIGN BOOTCAMP

Interaction Design Foundation | 2019-2020

Webapp Design and Portfolio website.

#### COURSES

Interaction Design Foundation | 2019-2020

Design thinking/ HCI/ UI design patterns/User research/Mobile UX/Accessibility.

#### GRAPHIC DESIGN

Californian Institute of the Arts | 2019

Principles of graphic design, typography and image making and storytelling.

#### STORE LAYOUT AND VISUAL MERCHANDISING

London University of Art | 2018

Online course and certificate.

#### TRAVEL DESIGN

CTS- High Education Center for Tourism | 2014

Design of new routes in Brazil.

### SKILLS

Competitive analysis

User research and personas

User centered design

Sketching

Wireframing

HC Interaction

Storyboarding

Moodboarding

Prototyping

### TOOLS

Invision

Sketch

Illustrator/Scribus

Photoshop

Balsamiq

Mockflow

### TALENTS

Creative

Emphatic

Ambitious

Motivated

Sincere and clear

### LANGUAGES

Italian Native

English Proficient

German Fluent

French Basic

Spanish Basic

### LEARNING

Figma

Html

Css