



Valentina Coletti
UX Designer



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Swiss
14.02.1987
Driving license B



Professional skills

UX skills

User research - Interview, Survey, Contextual inquiry, Observation, Data analysis, Collaborative Workshop, Brainstorming, Persona, Scenarios, User flows, Storyboarding, Conception, Presenting to Stakeholders

Prototyping - Design Thinking, Paper Sketching, Mobile/ Desktop/Web Design, Wireframe, Low/Hi-fi Prototyping Interaction/Interface/Iterative Design

Evaluation - Usability test, Thinkalouds evaluation, A/B testing, Usability principles, Heuristics evaluation

UI/UX Prototype tools

InDesign, Illustrator, Axure, Photoshop, InVision, Sketch, proto.io, Balsamiq, Premiere Pro, Survey Monkey

Programming languages

HTML5, CSS3, Javascript, jQuery, AngularJS, Java, C, XML, languages scripts, Perl, Python, C++, Qt, Swift

Others

MVC, Craft, Ergonomy, UCD, Scrum, Trello, Git, JIRA, Ogre3D, Microsoft Office, Zeplin



Languages

English
French
Italian
German
Spanish



Work experiences

UX DESIGNER

@IT VALUE PARTNER, Milan (IT)

JUN 2019 - (CURRENT JOB)

Consultant at the bank Banco BPM. In charge of reviewing and developing the user experience of the touchpoint of both the retailer mobile app and the web e-banking.

UX DESIGNER, BUSINESS DEVELOPMENT EXECUTIVE

@NVISO, Business Bay, Dubai (UAE)

MAR 2018 - FEB 2019

Continuous development of user experience conception of EmotionAdvisor (add new functionalities) on UCD approach and continuous collaboration with stakeholders. Business development of NVISO products in GCC.

UX DESIGNER

@NVISO, EPFL Innovation Park, Lausanne (CH)

DEC 2016 - FEB 2018

Conception of user experience of the new product EmotionAdvisor based on UCD approach (user research, prototyping and usability test) with stakeholders by considering different constraints (business, technical and design). Management and coordination of project with multi-functional team members (front- and back-end developers, UI designers, QA, ...).

UX DESIGNER

@Coteries SA, EPFL Innovation Park, Lausanne (CH)

APR 2015 - MAR 2016

User interface conception for Planify CMS on UCD approach. Other projects mockups in proto.io. Development of a new iOS application (Planify app) in Swift Xcode. Management of Planify project for four platforms (iOS, Android, CMS and website): prioritize, dispatch tasks, planning and development.

UX DESIGNER, SOFTWARE ENGINEER

@Hydros Innovation SA, EPFL Innovation Park, Lausanne (CH)

FEB 2014 - FEB 2015

UX Design and development of a new user interface of a boat simulator in C++, Qt and Ogre3D. Design based on User-Centered Design approach collaborating with the final users.



Education

CERTIFICATE DESIGN SPRINT 2.0 2019

PROFESSIONAL SCRUM MASTER I 2016

CERTIFICATE PAO (ILLUSTRATOR, INDISIGN, PHOTOSHOP) 2016

MASTER IN COMPUTER SCIENCE (<http://mcs.unibnf.ch>)

@University of Neuchâtel and Fribourg, Switzerland 2014

Master thesis: "T-UCD – An extensible tool for User-Centered Design Beginners and practitioners"

BACHELOR IN COMPUTER SCIENCE AND MATHEMATIC

METHODS, ITALIAN AND FRENCH AS A FOREIGN LANGUAGE

@University of Lausanne, Switzerland 2011



Interests

