

# Alessandra Sgariglia

## UX/UI & Interaction Designer



UX/UI & Interaction Designer with an MSc in Digital & Interaction Design (Politecnico di Milano, 110/110). I design research-driven digital products and physical-digital installations, combining user-centered methods, information architecture, and prototyping with a more-than-human lens.

### Education

#### MSc Digital & Interaction Design — Politecnico di Milano | 2023–2025

110/110

UX design & research, information architecture, and service design mappings (journey maps, service blueprints, ecosystem/stakeholder mapping); usability & evaluation (ergonomics, human-machine interfaces); physical-digital prototyping (embodied interaction, virtual/physical prototyping, interactive systems).

Thesis: Borrowed Body (Supervisor: Francesco Vergani) — Research-through-design on microbial attunement: desk research, interviews, bacteria-culture experiments, and a tested interactive installation.

#### BA Graphic Design & Art Direction — NABA Roma | 2019–2022

110L/110

Selected coursework: UX Design (website built from scratch), UX Writing, Creative Direction, Creative Writing, Cinematography & Video-making, Motion Graphics.

### Experience

#### UX/UI Design Intern — Colla Studio | Mar–Apr 2025

- Supported lead UX designer improving app flows based on client feedback; proposed alternatives for clearer user journeys
- Designed responsive wireframes and interactive Figma prototypes for an eco-skincare e-commerce platform; contributed to design system components
- Produced client presentation decks to align product decisions with brand communication

#### Freelance Designer — Self-employed | 2022–2024

- Designed and built an e-learning website for a biologist/nutritionist, integrating Squarespace + Thinkific
- Delivered visual assets and content templates for multiple clients across web and social
- Created and managed “Pazzamente” (Italian psychology podcast): planning, filming, editing, publishing, and social media communication

#### Teaching Assistant & Academic Collaborator — NABA Roma | 2022–2023

- Co-led UX/creative problem-solving workshops for ~60 students (two BA classes)
- Mentored projects end-to-end and supported communication assets for events/exhibitions

### Selected project



#### Milanosport UX/UI Redesign

- Heuristic evaluation + user research → new IA, design system, interactive prototype
- Reduced steps: sport center discovery 4 → 2 (–50%), booking 16 → 9 (–44%), inclusive options 10 → 4 (–60%)

### Skills

#### Methods & Research

UX research

user interviews

usability testing

heuristic evaluation

information architecture

journey mapping

service blueprinting

ecosystem/stakeholder mapping

accessibility (WCAG principles)

#### Design & Prototyping

Wireframing

interaction design

interactive prototyping

design systems

responsive design

storytelling

content production (video + motion)

#### Tools

Figma

ProtoPie

Miro

TouchDesigner

Adobe Creative Cloud

HTML/CSS

Arduino/Unity (basic)

#### Languages

Italian (native)

English (fluent)