# Alessandra Sgariglia
## Digital & Interaction Designer

Multidisciplinary designer blending UX/UI, interaction design, and visual storytelling. I design engaging digital experiences that are informed by deep user understanding, thoughtful interactions, and a narrative-driven approach.

## Selected projects

**Nexus**

**Speculative design project exploring environmental awareness through interaction**
Designed an immersive installation that fosters emotional reconnection with damaged ecosystems by highlighting the interdependence between humans, microbes, and non-living systems.

**Milanosport**

**UX/UI redesign of a municipal sports platform**
Redesigned the Milanosport website through heuristic evaluation, user research, and competitor benchmarking. Delivered a new information architecture, design system, and prototype that improved booking flows, accessibility, and overall usability.

**Luma**

**Immersive experience blending memory, color, and interaction**
Designed a meditative installation where users re-experience personal travel memories through color, sound, and environmental projection. Enabled shared interaction in a collective space, merging individual memories into a new multisensory narrative.

## Experience

### UX UI Design Intern                                        2025

@Colla studio

- Collaborated to implement a major client's requests for updating their app's user flows and features, driving both UX improvements and visual refinements
- Developed a comprehensive proposal for a skincare e-commerce website, including responsive wireframes, interactive Figma prototypes, and a scalable design system
- Designed and enhanced presentation materials for a separate brand, ensuring visual consistency across business decks and elevating the clarity and impact of their communication

### Freelance Designer                                         2022-2024

- Designed and built an integrated e-learning website using Squarespace and Thinkific, focusing on clear content structure, intuitive navigation, and engaging user experience
- Developed a cohesive digital presence for a creative agency, managing social media strategy and visual content to increase audience interaction

### Teaching Assistant & Academic Collaborator for Graphic Design & Art Direction Department                    2022-2023

@NABA Roma

- Co-led interactive lectures on creative problem-solving and user-centered design, guiding students (many international) in applying design thinking to real-world communication and cross-media projects
- Managed cross-channel communication initiatives, designing and executing visual strategies across platforms to enhance audience engagement and align with user expectations
- Collaborated on experiential events and exhibitions, working with faculty to plan, promote, and visually brand each event for maximum impact
- Mentored students in concept development, narrative techniques, and visual storytelling, providing one-on-one feedback to elevate their projects and presentations

## Education

### MSc in Digital & Interaction Design                        2023-2025

@Politecnico di Milano

Focused on UX research, interaction design, and systemic thinking. Trained in designing digital experiences across physical and virtual contexts, with hands-on work in prototyping, service design, and speculative design.

### BA in Graphic Design & Art Direction                       2019-2022

@NABA Roma

Specialized in Creative Direction with a strong focus on visual design, branding, and digital communication.
Completed a UX/UI course with HTML and CSS, nurturing an early interest in interaction design and storytelling.

## Design Tools

### Prototyping
- Figma
- ProtoPie
- Miro

### Interaction
- Touch Designer
- Arduino
- Unity

### Visual Design
- Illustrator
- Photoshop
- After Effects

### Web
- HTML
- CSS

## Languages

**English**   fluent

**Italian**   mothertongue

## Skills

UX/UI Design · Information Architecture · Wireframing & Prototyping · Accessibility & Responsive Design · Service Design · Storytelling & Narrative Design · Design Thinking · Design for Emotion · More-than-human Design · Team Collaboration & Communication