



Andrea S. Pensieri

UI-UX Designer, Bologna

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Skills:

Product design, UX and UI Design, User research, User Personas & Journeys, Usability testing, User centred design, Design thinking, Interaction design, Prototyping, Digital Marketing, Copywriting, Stakeholder management, Data visualisation, Product strategy, Product management.

Tools:

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Invision, Miro, Jira, Blender, Unity3D, Clip Studio Paint, Mailchimp, Wordpress, Elementor Pro .

Work Experience

Nexi Digital, Milan

UI Designer

July 2024 – Current

- I am working on implementing Nexi digital library components for their web portal.
- Active cooperation with FE developers to match perfectly the designs patterns.
- Working on a design renovation of their old web portal: <https://xpaydashboard.nexigroup.com/login>

ST

UX Designer

July 2023 – July 2024

- I worked in the Product Design department at ST in Milan, focusing on the development of innovative digital products.
- Conducting surveys and interviews to find out what are the principal needs of potential microconductors buyers.
- Working closely with the digital marketing department and managing newsletters with Mailchimp

.Intent, Dublin

Product Designer

Feb 2021 – Jun 2023

- I worked in the user research department focusing on surveys, interviews and usability tests, our main goal was to where our main goal was to deeply understand our users' needs, behaviors, and preferences
- I achieve efficiency in project management by implementing streamlined communication channels and utilizing task management software.
- I worked on optimizing our website's user interface, and this led to a significant increase in user engagement.

L + V Design, Bologna

Graphic Designer

Feb 2019 – Feb 2020

- I worked in the Graphic Design department at L + V Design in Bologna, focusing on creating logos, branding materials, and other visual assets
- I achieved client satisfaction and brand recognition by meticulously crafting logos, branding materials, and various visual assets

Education

2024 – Current

Master of Arts in User Experience Design
NABA

2019 – 2020

MA in Interactive Digital Media
Trinity College, Dublin

2016 – 2019

BA in Graphic Design
Academy of Fine Arts, Bologna