




# Andrea S. Pensieri

UI-UX Designer, Bologna

 <https://ui-ux-portfolio-kappa.vercel.app/>  
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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, Substance Painter, Clip Studio Paint, Mailchimp, Wordpress, Elementor Pro (Coding Skills: HTML, CSS, React, Tailwind CSS, Java Script) .

## 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 deeply understand our users' needs, behaviors, and preferences.
- I achieved 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 – 2025

UX Research Masterclass  
Talent Garden

2022 – 2023

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