

# ilaria ippolito

UX/UI designer

My passion lies in crafting intuitive digital solutions from complex user requirements. I employ a user-centered design philosophy and am currently expanding my UX/UI proficiency through hands-on training, consistently achieving validated outcomes through industry expert reviews and successful real-world projects.

## Projects

### iVegan - Wireframing

- Developed mid-fidelity wireframes to visualize and iterate on proposed design solutions and user flows.
- Translated research insights into actionable design blueprints, ensuring alignment with user needs and accessibility standards.

### iVegan - Accessibility

- Identified accessibility barriers through direct user research with people with disabilities and a WCAG 2.1 audit (using WAVE).
- Proposed and implemented fixes, improving the accessibility.

### iVegan - Discovery

- Conducted as-is analysis and user research for a plant-based brand.
- Designed user personas and journeys for a plant-based food brand to enhance customer experience.

## Education

### Start2impact - ux/ui student

2024 - present

Intensive training in UX/UI Design (500+ hours), solving real user problems through iterative design and critique sessions with industry leaders.

### University of Pisa - BA in Performing Arts and Communication Studies

2015 - 2018

## Work experience

### Giulio Martini Business Services - Administrative Assistant

2023 - 2024

## Contacts

 Lucca

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 [linkedin](#)

 [portfolio](#)

## Hard skill

### Tools

Affinity (Photo, Publisher, Designer)

Adobe (Photoshop, Illustrator)

Figma, FigJam, Miro, HTML & CSS

### UX research

User Testing, Survey Design &

Analysis, Discovery Phase,

User Interviews

### UX/UI design

User Interface, User Journey

Mapping, Information

Architecture, Accessibility

(WCAG Compliance)

## Languages

**italian:** native (C2)

**english:** professional working proficiency (B2)