Elisabetta Cona

User Experience Designer

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testing
learn think create

Learn from users, customers and the world around you. **Think**, elaborate what you have learnt and understood in order to **create** something able to improve people's life. **Test** your creations to validate them and again learn from the user perspective.

Experience and main projects

User Experience Designer
Dec 2017 - Today

Capgemini - DOING, Milan

Generali, Genagricola
Design of a **modular website template** with the aim to create consistency between the 7 wine brands of the company and their specific visual identities. Implementation of the **design system** logic, in order to simplify development and create a scalable website.

Philip Morris, IQOS
Definition and introduction of a **product configurator** inside the selling process of the ecommerce, ; **expert review**, **benchmark** and **remote usability test** for specific pages to improve their structure and usability; **ux research**, collection and analysis of Google analytics for the loyalty program of the brand in order to define the different types of users and related customer journeys.

Intesa San Paolo, ISBD (International Subsidiary Banks Division)
Design of **high-fidelity wireframes** for mobile and responsive internet banking, both for retail and legal entities versions with the aim to improve existing features or to create new ones from scratch. Initial analysis to structure a wireframe **design system**, in order to help UX Designers to learn faster how to deal with the project and stay consistent while designing.

Baker Hughes General Electric
Applied **Design Thinking** approach in order to improve the usability of an internal management software used to manage repair requests of complex company's products. Definition and moderation of **usability test**, made on a **browsable prototype** with real users and **Tobii Eye Tracker** support. Analysis of data collected to retrieve main findings and produce the final report.

User Experience and Interface Designer
Sep - Nov 2017

Creative Bricks, Milan

International Design School Intranet
Improved the usability of huge tables used to book exams. Project prototyped with high-fidelity and browsable wireframe.

Italian School in Norway
UX/UI Design of the school official website using a high-fidelity browsable wireframe before the development in Wordpress.

Education

2018 - Ongoing
Interaction Design foundation
Multiple UX courses
Usability Testing; Psychology of interaction Design; Gamification; Accessibility.

2016 - 2017
IULM/Scuola Politecnica di Design
Master in Web and Digital Design

2013 - 2016
Accademia di Belle Arti Catania
Bachelor in Graphic Design

Skills

Design
Axure, Sketch, Figma, Adobe XD

Prototype
Invision, Marvel, After Effect

Development
HTML/CSS, Wordpress, Bootstrap

Languages

Mother tongue
Italian

Fluent
English

Beginner
Spanish, French