

# Elisabetta Cona

User Experience Designer

[www.elisabettacona.com](http://www.elisabettacona.com)

conaelisabetta@gmail.com

+39 389 829 1993

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 - Ongoing

DOING - Capgemini Italia, Milan

#### Cigarette and tobacco manufacturing Company

Research to define the different types of customers for the loyalty program. Definition of the related customer journeys. Identification of interface and experience pain points and possible improvement. Collection and analysis of Google analytics data.

#### Banking Company

Design of high-fidelity wireframes for the mobile and responsive internet banking, both for retail and legal entities versions. Initial analysis to structure a wireframes design system, in order to help UX Designers (especially who's new to the project) to stay consistent while designing and introducing new functionalities on existing wireframes.

#### Oil&Gas Company

Redesign of the user experience 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.

#### Banking Company

Research and analysis to redefine the information architecture and the new sitemap of the mobile App. Design of mid-fidelity and browsable wireframes, used to conduct an A/B test and validate the most intuitive solution. Definition of a final Usability Test to validate the information architecture.

### User Experience and Interface Designer

Sep - Nov 2017

Creative Bricks, Milan

#### International Design School Intranet

Research to identify tables' best practice in order to improve the usability of the huge tables used to booking exams. Design of high-fidelity and browsable wireframe.

#### Italian School in Norway

Design of high-fidelity browsable wireframe for the school official website. Building of the corresponding real site with Wordpress, using the Avada theme.

## Education

2018 - Ongoing

### Interaction Design foundation

Multiple UX courses  
Conducting 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

## Tools & 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