

Elisabetta Cona

Digital Product Designer

7 years of experience

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testing
learn think create

Learn from users, customers, and the world around us. Think, process what learned to create solutions that enhance people's lives. Then test them for validation and learn again from the user's perspective.

Experience and main projects

Digital Product Designer

TUI Musement

April 2021 / Today

B2B2C Sales Platform

Product design of sales tool utilized by employees in sun & beach destinations, pivotal component in facilitating the sale of experiences to customers.
Key Responsibilities and Achievements:

- Contribution to **global rollout** and evolution from Minimum Viable Product (**MVP**) to a **stable platform**.
- Led the implementation and refinement of the platform's user experience (**UX**) through regular **user testing**, **user interviews**, **NPS surveys**, **A/B testing**, **quantitative data analysis** and onsite observations in destination locations.
- Advocated for and implemented usability enhancements, resulting in a **low learning curve** for users and **increased adoption rates**.
- Collaborated closely with cross-functional teams in **agile environment** to incorporate user feedback and prioritize feature development, ensuring alignment with business objectives and user needs.

User Experience Designer

Capgemini - Frog (Italy)

December 2017 / March 2021

Philip Morris, IQOS

Definition and introduction of a **product configurator** inside the selling process of the ecommerce which have improved the conversion rate of 4.17% after 6 months; **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 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

Creative Bricks (Italy)

September / November 2017

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 / 2020

Interaction Design foundation

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 & Prototype

Figma, Axure, Sketch, Adobe XD

Research

Interviews, Usability testing, Surveys, Blueprint, Journey Map, etc...

Development

HTML/CSS, Wordpress, Bootstrap

Languages

Mother Tongue

Italian

Fluent

English

Beginner

Spanish, French