

Gianluca Rossi

User Experience Designer

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SUMMARY

UX Designer passionate about user research and data-driven design. Expert in behavioral analysis, A/B testing and information architecture to enhance user journeys. Focused on creating valuable digital experiences that solve user's needs.

Key Skills: User Research, Information Architecture, A/B Testing, User Testing, Figma, Contentsquare, Google Analytics, Design System, User Interface, Problem Solving, Team Work, Design Thinking

WORK EXPERIENCE

User Experience Designer

05/2024 - Present

Oniverse Group

- Analyze user behavior with Contentsquare and Google Analytics to uncover friction points and identify opportunities for improvement
- Plan and execute A/B tests using AB Tasty to validate design hypotheses and support data-driven decisions
- Define user flows and information architecture for new features that help the business unit achieve their goals
- Maintain and update the design system in Figma, sharing documentation with the team through Zeroheight to ensure consistency

User Experience Designer Intern

10/2022 - 02/2023

Barchetti Group

- Contributed to building a Notion portal for sharing knowledge about HR practices
- Structured an iterative process based on the Double Diamond model, including user research, prototyping, implementation and user testing

EDUCATION

Bachelor's Degree in Interfaces and Communication Technologies (HCI)

2023

University of Trento

LANGUAGES

Italian (native), English (upper intermediate)