Ginestra Ferraro
UI / UX Designer

🛠 Skills

UX, XR, UI
HTML
CSS, SASS
JS
Python
Adobe Creative Suite
Figma, Miro
Agile PM

 github.com/ginestra
 linkedin.com/in/ginestraferraro/
 thatsmood.com

 London, UK

 Passionate about all things digital and interactive.

From art direction, to web design, development and user experience design, it's been an interesting journey. My passion for visuals to convey information makes me a data visualisation lover and a user centred designer.
Both in the private and public sector, I always strive to make the world a little more accessible for everyone.

✏ Work experience

Senior Research Software UI/UX Designer
King's Digital Lab (KDL), King's College London, UK
kdl.kcl.ac.uk

Present	
2013	

- Responsible for the design team, its workflow and workload management.
- Involvement in full design workflow, from discovery to evolutionary development, to deployment and post project. From conceptual design, content maps, user testing to front-end development.
- Contributes to the expansion of the design team.
- Ensures all designers have tasks allocated and sufficient support to work with analysts and developers to deliver high quality products on time and within budget.
- Ensures standard SDLC, Agile methodologies and Research Software Engineering frameworks are applied, while the design workflow is being integrated in the production process.
- Ensures usability and accessibility testing are planned regularly throughout the life of each project and they inform every iteration of the design.

Selection of published projects
- **Radical Translations** (https://radicaltranslations.org/) –*Supported by AHRC*
- **The Community of the Realm in Scotland** (cotr.ac.uk) –*Supported by AHRC*
- **The Value of French** (tvof.ac.uk) – *Supported by the European Research Council*
- **Taming the Complexity of the Law**, exploratory work (kingsdigitallab.github.io/tcl) – *Supported by the King's Together Multi & Interdisciplinary Research Scheme*
- **The Redress of the Past: Historical Pageants in Britain** (historicalpageants.ac.uk) – *Supported by AHRC*
- **Chopin Online** (chopinonline.ac.uk) – *Supported by The Andrew W. Mellon Foundation*

Other publications
- G. Ferraro, "The state of accessibility at KDL" (https://kdl.kcl.ac.uk/blog/state-digital-accessibility-kdl/), 22 April 2021
- G. Ferraro, A. Sichani, "Design as part of the plan: sustainability in digital editing projects", *Digital Scholarly Editions as Interfaces*, 2018 IDE, pp. 83-105. ISBN 978-3-7481-0925-9
- G. Ferraro, "Visualizing Dante Alighieri's Divine Comedy", 2018 ginestra.github.io/dante-visualised

Online Projects Officer,
Ravensbourne, London, UK
ravensbourne.ac.uk

2011	
2008	

Duties as Online Projects Officer included:

- Designing and maintaining the main website
- CMS admin
- Creating micro-sites for events
- Writing blog posts
- Curating online campaigns
- Planning web communication and social media strategy
- Generating analytic reports
- Offering technical support
- Creating tutorials

Freelance Creative Web Designer,
That's Mood

Present

2002

thatsmood.com

Main duties: Art Direction, Graphic Design, Corporate Identity planning, Communication strategy.

Selection of Companies I worked with:

- Lyhn Ltd, London, UK
- MyMarketingMix, London, UK
- Blustudio/TBWA Italia, Milano, Italy
- Sabdesign, Milano, Italy

- Gaia Comunicazione Srl, Stradella (PV), Italy
- Factorygroup, Milano, Italy
- FisioSport, Pavia, Italy

🎓 Education

User Experience & Interaction Design for AR/VR/MR/XR
University of Michigan through Coursera

2022

MSc Computer Science
Birkbeck University, London, UK
Final project: "Visualizing Dante Alighieri's Divine Comedy"
ginestra.github.io/dante-visualised

2018

Front-End Meets UX: Designing & Creating Universal UI Components
Sara Souidean @ SmashingConf, New York, USA

2018

Introduction to Data Science
General Assembly, London, UK

2018

Agile PM Foundation
APMG International, London, UK

2016

Visualising data using JavaScript
General Assembly, London, UK

2013

Graphic Design Degree (BA Equivalent)
Istituto Superiore di Comunicazione (ISC), now Istituto Europeo di Design (IED), Milano, Italy
Main subject: "The creative use of packaging" - A real project for Eurocolor Printing Company, Milano, Italy

2001

Visual Communication Diploma
ITSOS "Albe Steiner", Milano, Italy

1998

👥 Community

London Web Standards, UK
Co-organiser

Present

2013

londonwebstandards.org and stateofthebrowser.com

London Web Standards brings together web professionals who are working for a better web. Bi-monthly meetups provide them with an opportunity to teach, inspire, learn, network and debate.

I confirm that I am eligible to live and work in the UK.