







Giustra Ferraro UI / UX Designer

Skills

HTML
CSS, SASS
JS
Python
Adobe Creative Suite
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

Lead UX PRODA Ltd

proda.ai

Present
2023

- Responsible for recruiting and leading the UI/UX team
- Responsible for creating and maintaining the Design System
- Working closely with Product Managers and Software Engineers to design and deliver new features
- CI/CD
- Lean UX approach
- App redesign
- Strategic approach
- Usability testing
- Accessibility

Senior Research Software UI/UX Designer King's Digital Lab (KDL), King's College London, UK

kdl.kcl.ac.uk

2023
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

Selection of published projects

- **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, 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



Freelance Creative Web Designer, That's Mood

thatsmood.com

Present

2002

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

Practical Accessibility

Self-paced online course

practical-accessibility.today

2023

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

londonwebstandards.org

Present

2013

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.