



LISA SIURINA

UX DESIGN FREELANCER

<https://lisiurina.github.io/portfolio/>

CAREER HIGHLIGHTS

UX Design Freelancer *NOV 2020 - PRESENT*

- I work with e-Commerce startups to optimize cross-device experiences through user experience improvements. I determine clients' needs by conducting user/market research and design ideas with Low/High fidelity wireframes.

Project Manager | W12 Smart-contrats *MAR 2018 - OCT 2019*

- I was responsible for market research, documentation, competitor analysis, survey data in the blockchain. I Collaborated with the Marketing & Dev teams to achieve KPIs, and with crypto YouTubers (258% = average ROI for projects during ICO stages. I worked with JIRA, CRM to publish regular reporting and track results.

Brand Manager | Global Center *DEC 2016 - MAR 2018*

- Full marketing strategy, Influencer Marketing.

Complaints specialist | Zenhotels.com *JUN 2015 - NOV 2016*

- Online reputation management

Corporate English Tutor | Iveco *SET 2014 - JUN 2015*

ACADEMIC BACKGROUND

Master in Digital Humanities and Digital Knowledge | University of Bologna *SEP 2018 - NOV 2020*

Thesis: "Enhancing multivocality of contexts in the cultural domain through digital storytelling"

Bachelor in Linguistics, Translation | National Research University of Electronic Technology, Moscow

JUN 2011 - JUL 2015

Thesis: "The translation of literary allusions through the example of headlines from the American Press"

DESIGN SKILLS


Sketch	● ● ● ● ●
Figma	● ● ● ● ●
Lightroom	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Balsamiq	● ● ● ● ●
Principle	● ● ● ● ●
3D Blender	● ● ● ● ●

COMPUTER SKILLS


Python	● ● ● ● ●
HTML5, CSS3	● ● ● ● ●
SPARQL, MySQL	● ● ● ● ●


LANGUAGES

English	C1
Italian	B2
German	A2
Russian	Native

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