Valentina Chapellu
PRODUCT DESIGNER

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EXPERIENCE

UX Designer
AlfaDocs GmbH   05.2019 – 05.2020

- Collaborated with Engineering and Support to solve **usability issues** and implementing a **customer's onboarding process**;
- Retargeted the Company communication based on **user research** and **data analysis**;
- Built, implemented and tested a **Referral Program**;
- Coordinated with executives to outline a **growth strategy**. Aligned the Marketing roadmap to the vision;
- Led the **AGILE** transition of my team, following the **SCRUM methodology**;
- Defined a **styleguide** and worked on a Design System;
- Planned the first **OKR** cycle, achieving focus on the growth and reducing dependencies across departments.

Digital Marketer & UX researcher
Self-employed   05.2017 – 04.2019

- Managed web presence and **user research** for several small Cultural institutions and early-stage start-ups;
- Started a new career focused on UX Design.

Content Manager
AlfaDocs GmbH   11.2016 – 04.2017

- **Inbound marketing** content production;
- Social Media Marketing;
- **Email Marketing**.

Project Assistant & Event Planner
Università degli Studi di Torino   10.2014 – 10.2016

- **Activity planning** with the scientific committee;
- Organised conferences, keynotes, and the logistics behind extracurricular courses;
- **Managed relationships with partners** (Universities, international NGOs, local committees) and with students;
- Supervised the Project's social media presence.

TOOLS & SKILLS

SERVICE DESIGN
DESIGN THINKING
USER-CENTERED DESIGN
AGILE METHODOLOGIES
USER RESEARCH
SKETCH APP
HTML5/CSS3
HUBSPOT

SIDE PROJECTS

Andar per Sassi – Geology and geotourism in Aosta Valley, Italy. I manage: Social Media presence, Content Optimisation and Email.

thesetup.it – A collection of interviews asking people what they use to get their job done.

EDUCATION

Cross-Cultural Communication

Design Thinking, HCI, Service Design, Usability Testing

Digital Marketing Nanodegree

HTML/CSS, Sketch App

School of Civic Tech

LANGUAGES

ITALIAN – mother tongue
ENGLISH – C1
FRENCH – C1
GERMAN – B1