

Valentina Chapellu

UX DESIGNER

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Berlin, Germany

EXPERIENCE

UX Designer – Growth Team

AlfaDocs GmbH

05.2019 – present

- UX Designer in charge of the Growth team;
- Retargeted the Company communication based on **user research** and **data analysis** and **testing**;
- Built, implemented and tested a **Referral Program**;
- Coordinated with executives to outline a **growth strategy**, then aligned the Marketing roadmap to the vision;
- Championed **cross-team collaboration**;
- Collaborated with Product and Support teams to solve **usability** issues and implementing **onboarding** process;
- Defined a **styleguide** and worked on a Design System.

Digital Marketer & UX researcher

Self-employed

05.2017 – 04.2019

- A time for studying and experimenting;
- 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.

TOOLS & SKILLS

SKETCH APP

USER-CENTERED DESIGN

AGILE METHODOLOGIES

DESIGN THINKING

USER RESEARCH

HTML5/CSS3

HUBSPOT

LANGUAGES

ITALIAN – mother tongue

ENGLISH – C1

FRENCH – C1

GERMAN – A2

SIDE PROJECTS

Andar per Sassi –

Geology and geotourism in Aosta Valley, Italy. I manage: Social Media presence, Content Optimisation and Email newsletter.

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

EDUCATION



Cross-Cultural
Communication
2012-2015



School of Civic Tech
2016



Digital Marketing
Nanodegree
2018



Design Thinking
HCI
Usability Testing
2018-2019



HTML/CSS
Sketch App
2019