

# Valentina Chapellu

## PRODUCT DESIGNER

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Berlin, Germany

## EXPERIENCE

### UX Designer

AlfaDocs GmbH

05.2019 - 05.2020

- Retargeted the Company communication based on **user research** and **data analysis** and **usability testing**;
- Built, implemented and tested a **Referral Program**;
- Coordinated with executives to outline a **growth strategy**. 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

- 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

SKETCH APP

SERVICE DESIGN

USER-CENTERED DESIGN

AGILE METHODOLOGIES

DESIGN THINKING

USER RESEARCH

HTML5/CSS3

HUBSPOT

## LANGUAGES

ITALIAN - mother tongue

ENGLISH - C1

FRENCH - C1

GERMAN - B1

## 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



Design Thinking  
HCI  
Usability Testing



School of Civic Tech



Digital Marketing  
Nanodegree



HTML/CSS  
Sketch App