

PROFESSIONAL SUMMARY

Experienced UX/UI designer skilled in creating user-friendly digital experiences. Proficient in qualitative and quantitative research methods such as interviews and A/B testing to improve user journeys. Has a good knowledge of programming and can work effectively with development teams.

SKILLS

User Research Methods - Wireframing & Prototyping

- Visual Design - Design Thinking - Agile - iOS

- Android - User Testing - Responsive Design - Accessibility.

TOOLS

Figma and Fig Jam - Adobe XD -

Adobe Creative Cloud - Chat GPT - Miro

WORK HISTORY

Intern UX/UI Design • *Big Little Thing* • Remote • Mar 2023 to June 2024

- Conducted 5+ *user interviews* to gather more information about the MVP creation of an ordering/shipping platform.
- Analysis of 6 *competitors* to discern optimal market positioning for the service.
- Organise and *run workshops* with the team to explain and discuss the results of the UX research.
- Create scribble or low/high fidelity wireframes and prototypes to conduct 5+ usability tests.
- Analyse the results of UX research to create personas and improve the user experience.

Frontend Developer/ Mediengestalterin • *KS Licht* • Berlin • July 2021 to July 2022

- Enhance e-commerce content by updating banners, product images, copy, and prices using HTML/PHP/JSON within the Drupal platform.
- Create and develop 2 monthly B2B/B2C newsletters for 5 customer groups to increase the conversion rate.

Web designer and Social Media Manager • *Expert4Gastro* • Berlin • Jan 2021 to June 2021

- Create a Re-style brand guideline for the company
- Design and develop websites, curate content for both websites and social media across 4 distinct services, enhancing copy and ensuring responsive design for improved SEO performance.

Intern as a Web Designer • *Copyprint* • Berlin • Jan 2020 to Sep 2024

- Creation and implementation of website content (HTML/CSS/PHP/Js – Magento).
- Development of a responsive website
- Create landing pages for different services

Graphic Design • *Media Schock* • Berlin • Dec 2016 to Mar 2018

- Create content for a print magazine „DEEDS“ - Create a 360° Panorama for Berlin gallery using.
- Adobe Creative Cloud – Photoshop, Illustrator, Indesign, Bridge, Lightroom

UX/UI & Web Design - Graphic Design • *Freelance* • Berlin • Jan 2018 to Current

- Web Design - Wordpress/Elementor/Html/CSS, Create Brand Guidelines, Create Social Media Content.

EDUCATION

Certificate • UI Design • *CareerFoundry* • Remote - Berlin • Sept 2023 to Jan 2024

Create 4+ web and native apps using design principles and heuristics to produce a final case study and project video presentation. Use Ux research methods to define the goal and purpose of the product to create an intuitive user experience. Conduct 6+ usability tests and analyse the results to tailor the product to user needs.

Certificate • Usability & User Experience - Grundkurs Adobe XD • *Cimdata* • Remote - Berlin • Nov 2022

In teams of four, use UX research methods like surveys, empathy maps, customer journeys, and testing to redesign a school service. Develop wireframes and prototypes for usability testing to enhance the user experience.

IHK Certificate • Media Designer Digital/Print Design And Technology • *GPB Schule* • Berlin • Sep 2020

Diploma • Graphic Design and Photography • *College "Giorgio de Chirico"* • Torre Annunziata, Italy • Sept2004

LANGUAGES

Italian Native

Germany C1

English B1