

PROFILE

Senior product designer (UX/UI) with hands-on experience in front-end development. Ten years of experience designing human-centred digital products. I help organisations to boost their business by discovering and visualising new UX opportunities that guide and inspire people. Team player and problem-solver, I lately contributed to the success of large scale projects for tech giants, banks and other companies.

EDUCATION

Sep 2006 – May 2012

BA, Graphic & Virtual Design

Polytechnic University of Turin

COURSES AND CERTIFICATIONS

Interaction Design Foundation

Apr 2019

Human-Computer Interaction HCI

Mobile User Experience Design

Oct 2018

Conducting Usability Testing

Interaction Design for Usability

SKILLS

User Research • Experience Design • User Interface Design • Interaction Design • Information Architecture • Graphic Design • Personas • Card Sorting • Usability Testing • Task and Flow Analysis • Competitive Analysis • Storyboarding • Wireframing • Journey Mapping • Heuristic Evaluations • Data Visualisation • Front-end Development

SOFTWARE

Adobe CC • Axure RP • Sketch • Figma • inVision • Marvel • FrameryX • Zeplin • Miro • VS Code • HTML • CSS • Sass • Javascript • React • Vue • Node • Git

VOLUNTEERING

Jan 1994 – Apr 2008

AGESCI Scout Lead Assistant

Cause, civil rights and social actions

WORK EXPERIENCES

Product Designer (UX/UI)

Mar 2019 – Present

Synchronoss • London, UK

- ▶ Leading the UX/UI design activities of Digital Experience Platform (DXP) products dedicated to B2B international clients (telecommunication and e-commerce)
- ▶ Collaborating closely with all internal stakeholders toward ideations and deliveries of long-lasting visual and interaction solutions and contributing to the product vision
- ▶ Planning and execution of UX/UI deliverables within SAFe team (Scrum and Kanban)
- ▶ Run of 'Design chapter' workshops to nurture dialogue between designers and engineers, elevate consistency in the design system and advance products quality

CLIENTS // Amazon, AT&T, British Telecom, Telkom Indonesia

UX/UI Designer & Developer

May 2015 – Mar 2019

Affinion Group (CX Loyalty) • London, UK

- ▶ Successful planning and execution of large projects for international banks and financial services with careful consideration of user interactions
- ▶ UX/UI design advocacy and production of UX/UI deliverables from start-to-finish with close collaboration with sales, marketing and engineering teams
- ▶ Front-end development and back-end integration within an agile/waterfall hybrid team

CLIENTS // Mastercard, Royal Bank of Scotland, NatWest, Amex, Crédit Agricole, Intesa

Digital Designer & UI Developer

Jul 2013 – May 2015

Search Office Space • London, UK

- ▶ In charge of UX/UI design activities for all company websites and platforms
- ▶ Website front-end development and back-end integration support
- ▶ Graphic design of email campaigns, corporate brochures and other print products

CLIENTS // searchofficespace.com, meetingrooms.com, soRecruit

Graphic and Web Designer

Jan 2012 – Mar 2013

Medestea Biotech • Turin, Italy

- ▶ Web design and development ▶ Communication, graphic and packaging design

CLIENTS // Medestea Biotech, Lifycol, Fullfast, Seredial, NatygenDNA

Digital Designer Consultant

Oct 2011 – Dec 2011

515 Creative Shop • Turin, Italy

- ▶ Design and WordPress website development ▶ Graphic design of online banners

CLIENTS // Illy, Abarth

Web Designer and Developer

Sep 2010 – Sep 2011

Eggers 2.0 / Tuorli 2.0 • Turin, Italy

- ▶ Web design and development ▶ Visual identities, campaign adverts and print products

CLIENTS // Compagnia di San Paolo, Biraghi, Marella, Ecopack, Vertical Stage Session