

## Senior UX Designer at HCL Technologies designing the experience of BigFix.

### Experience.

#### **HCL Technologies** - Senior UX Designer

Rome, Italy / May 2019 - Present

- Evaluated feedback through qualitative and quantitative research with Global and Fortune 500 customers.
- Delivered insight analysis to product managers and Dev Teams.
- Produced personas, information architecture, user flows, customer experience mapping, paper sketching, and wireframe to create consistent experiences across the product.
- Facilitated jams/workshops with stakeholders and cross-teams.
- Contributed to Design System with patterns and components.
- Created UX deliverables for designers across the company.
- Reviewed and mentored teams, and other designers.
- Familiarity working with Product Management and Scrum/Agile.

#### **Fifth Beat** - Senior UX Designer

Rome, Italy / February 2016 - March 2019

Delivered UX and Customer experiences for more than 70 projects for national and international clients in different industries: eyewear, banking, insurance, education, surfing, IT services, newspaper, telco, and government services.

Managed projects and small design teams (2-3 designers).

#### **Engineering spa** - UX Designer

Rome, Italy / March 2015 - February 2016

Delivered the User Experience for Italian Government services with user research in the field (shadowing, in-depth interviews, contextual inquiry), strategic workshops with stakeholders, UX analysis at different scales, lo-fi and interactive wireframes. Contributed to the Design System with new patterns and guidelines.

#### **UserTest Lab** - UX Designer

Rome, Italy / January 2014 - January 2015

Delivered user experience (personas, mapping, rapid prototyping, wireframe) for web and mobile banking of Credito Emiliano. Facilitated usability testing in laboratory, and produced analysis reports for Trenitalia (the Italian National Railway company).

#### **The Blog TV** - UX Designer

Rome, Italy / July 2013 - December 2013

Delivered websites and mobile applications for several clients such as Telecom Italy, Tupperware, MSC Cruises, Fiat (FCA Group).

From **2009** to **2013**, during my Master's degree, as an **Industrial Designer**, I designed furniture and jewelry for various brands.

### Design Skills.

Strategy and Design Thinking workshops.

Tools: Miro/Mural, post-it, Lego, paper canvas.

User Research: in-depth interviews, surveys, contextual inquiry, shadowing, insight analysis.

Tools: recorder, Atlas.ti/Nvivo, Validately, LimeSurvey.

UX Analysis at different scale (personas, user stories, journey maps, blueprints, matrix, ...).

Tools: post-it, Keynote, Illustrator, Figma, Miro/Mural.

Information Architecture

Tools: Excel, Treejack, OptimalSort, Mural/Miro.

From Ideation to Prototyping (wireframes) .

Tools: Balsamiq, Axure RP, Figma and my favorite ones: paper, post-it, and pens.

Usability Testing, A/B Testing, Feedback Analysis.

Tools: laboratory, Morae, Validately, HotJar, Keynote.

Leading, mentoring and retrospective facilitation.

Tools: Wrike/Jira, Miro/Mural, post-it and canvas.

### Education.

- Sapienza - University of Rome  
BA Industrial Design, December 2009

- Sapienza - University of Rome  
MA Multimedia Design, March 2012

### Certifications.

- Certified Scrum Product Owner (CSPO)
- LEGO® Serious Play® Facilitator
- NovoEd/IDEO: Human Centered Design

### Teaching.

- Quasar University / Rome, 2019 - 2021  
Professor in Design Thinking
- Lecturer in UX Design for RUFA University, Link University and Talent Garden School
- Mentor for hackatons (Hack for the Future 2019, Maker Faire Rome 2017).
- Teacher for the micro-interactions workshop at the Italian UX Summit (2016).

### Volunteer.

Led the local UX Community and its events:

Rome UX Book Club (2015 - 2017),

WIAD Rome (2016), ServiceDesign Jam (2015).