serena ripoli

PERSONAL INFORMATION

Birth date: 28/01/1996

Nationality: Italian

CONTACTS

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Work experience

Junior UX Specialist | YOOX NET-A-PORTER GROUP

september 2021 — in progress

Milan (MI), Italy

UX/UI Designer | EATALY

september 2019 — september 2021

Milan (MI), Italy

Design of the new e-commerce platform for the company; UX research through various methods such as usability testing, card sorting, creation of personas, definition of user flows; design of low- and high-fidelity wireframes and user interfaces.

Graphic Designer | 3-SIDED CUBE

february 2019 — june 2019

Bournemouth, UK

Creation of brand identities, design of wireframes and UI for websites and mobile apps; experience with the Google Design Sprint method with clients such as Itsu (food retail) and Mishcon De Reya (real estate) for goal analysis, creation of high-level prototypes and user testing.

Higher education

Digital Media Practice | WINCHESTER UNIVERSITY

Master's Degree (First-class honours)

september 2018 — november 2019

Winchester, UK

Specialisation in UX/UI and information design; final major project focused on the valorisation of cultural heritage through new technologies.

Communication Design | POLITECNICO DI MILANO

Bachelor's Degree (110/110)

september 2015 — september 2018

Milan Bovisa, Italy

Design of visual, photographic, and typographic artefacts, both digital and physical; production and editing of images and videos; study of the most common web languages and technologies.

Graphic Communication | PLYMOUTH UNIVERSITY

Erasmus exchange

january 2017 — june 2018

Plymouth, UK

COURSES AND CERTIFICATES

PARSON'S: THE NEW SCHOOL
Data & Analytics for Visualisation and Business Intelligence
June 2021

GEORGIA INSTITUTE OF TECHNOLOGY
Human-Computer Interaction: Fundamentals & Design Principles
March 2021

PARSON'S: THE NEW SCHOOL
Data Visualisation
December 2020

INTERACTION DESIGN FOUNDATION
Psychology of E-Commerce
June 2020

INTERACTION DESIGN FOUNDATION
User Research: Methods & Best Practices
March 2020

Skills

• **UX** and **IA research** through methods like usability testing, interviews, surveys, card sorting tests, heuristic analysis, visualisation of user journeys and user flows, heatmap creation, definition of personas, design of sitemaps, benchmarking;
• Production of low- and high-fidelity **wireframes** and **responsive user interfaces**;
• Implementation of the **Design Thinking methodology** throughout my daily work and support of a **user-centred approach**;
• Experience and familiarity with the **SCRUM/agile framework**.

Tools

Visual design
- Sketch
- Adobe XD
- Adobe Suite: Illustrator, InDesign, Photoshop, After Effects
- InVision (basic proficiency)
- Figma (basic proficiency)

Web development
- HTML/CSS
- Bootstrap
- Javascript (basic proficiency)
- Wordpress (basic proficiency)

Project management
- Zeplin
- Jira
- Confluence
- Trello
- Slack
- Asana

Other
- Microsoft Office Suite: Word, Excel, Power Point, Outlook
- Maya (basic proficiency)
- Google Analytics (basic proficiency)

Languages

Italian
Mothertongue

English
C2 (IELTS 8.5)