



# Hi,

# I'm Valentina

I'm a **UI & Product Designer** dedicated to crafting digital experiences that genuinely benefit users.

My design journey started during my college years, where I delved into graphic design and discovered a passion for melding the **creative process** with **technical expertise**. This fusion ensures that every element is optimised to enhance **usability**, **functionality**, and **aesthetics**.

My key strengths lie in keen **perceptiveness** and top-notch **organisational skills**, enabling me to deliver tangible results within deadlines. I thrive on the challenges inherent in my work, relishing opportunities to learn and grow daily.

*Beyond design, you'll often find me immersed in graphic novels, tuning into music and podcasts, or indulging in movies and TV shows alongside my two beloved cats, Juniper & Willow. I firmly believe that creative inspiration knows no bounds, and I'm constantly seeking fresh perspectives to broaden my horizons.*

## EXPERIENCES

### NEOSPERIENCE SPA - 2021/NOW

UX/UI Designer

- Managing exploratory and co-creation workshops,
- Analysing and rework of insights arising from the workshops,
- Designing information architecture,
- Defining navigation flows and interactions in web products (sites, apps),
- Designing mockups and prototypes to portrait the appearance of the final product
- Creating design systems based on atomic and scaling design principles aligned with accessibility guidelines,
- Working closely with stakeholders and developers,
- Contributing to the creation of UX/UI design methodologies and guidelines within the team,
- Training junior colleague

### APP-SOLUTIONS - 2018/2021

UX/UI Designer

- E-commerce navigation flows analysis,
- User experience analysis to new digital spaces or improve existing digital spaces,
- Designing responsive layouts,
- Designing of wireframes and mockups,
- Designing and managing wordpress websites
- Designing and managing woocommerce and magento e-commerce

### CONSULNET ITALIA - 2018 (4 MONTHS)

Stage in Graphic Design

- Restyling the agency corporate identity
- Designing the new web site and booklets for events


### ASSOCIAZIONE "VOLO" PISA - 2013/2017

Graphic & Web Designer

- Designing posters/brochures for courses, conferences and events,
- Teaching a workshops about In Design and Illustrator,
- Designing and laying out the "Scripta VOLant" anthologies (Florence, Edarc ed.)

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## CONTACTS

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## SKILLS

### UX/UI DESIGN

Figma & FigJam - Sketch - XD - Miro

### ILLUSTRATION

Illustrator - Affinity Design - Procreate

### GRAPHIC DESIGN

Illustrator - In Design - Photoshop  
Canva - After Effects - Premiere

### WEB DESIGN

HTML 5 - CSS

## EDUCATION

### EXECUTIVE MASTER

Information architecture & UX design  
IULM, Milan

### MASTER DEGREE

Graphic design & Multimedia  
LABA, Florence


### ERASMUS


Graphic design  
EASD Castellò, Valencia


### BACHELOR DEGREE

Graphic design corporate communication  
Acadey of Fine Arts, Catania

## LET'S CONNECT!

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