



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

IES Ltd. - 2024/NOW

Senior UI Designer

- Redesign the design system following atomic principles and aligning it with accessibility guidelines,
- Develop guides that create cohesive, positive user experiences across multiple product lines,
- Work directly with other designers, developers and product owners,
- Support cross functional teams to adopt the design system library,
- Ensure consistency of the UI, interactions, components and brand guidelines

NEOSPERIENCE SPA - 2021/2024

UX/UI Designer

- Analyse and rework of insights arising from the workshops,
- Design information architecture,
- Define navigation flows and interactions in web products (sites, apps),
- Design mockups and prototypes to portrait the appearance of the final product
- Create design system based on atomic and scaling design principles and aligned with accessibility guidelines,
- Work closely with stakeholders and developers,
- Contribute to the creation of UX/UI design methodologies and guidelines within the team

APP-SOLUTIONS - 2018/2021

UX/UI Designer

- E-commerce navigation flows analysis,
- User experience analysis to new digital spaces or improve existing digital spaces,
- Responsive layouts design,
- Wireframes and mockups design

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


- Posters/brochures design for courses, conferences and events,
- Teaching a workshops about In Design and Illustrator,
- "Scripta VOLant" anthologies design (Florence, Edarc ed.)

I authorise the processing of my personal data in accordance with Legislative Decree No. 196 of June 30, 2003 and the GDPR (EU Regulation 2016/679).

CONTACTS

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SKILLS

 **UX/UI DESIGN**

Figma - Sketch - XD - Illustrator - Miro


 **MANAGEMENT**

Notion - Monday - AzDev - Confluence - Asana - Trello - Jira

 **ADDITIONAL**

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*
Academy of Fine Arts, Catania


CERTIFICATIONS


**WAI0.1X:
INTRODUCTION TO WEB ACCESSIBILITY**
W3Cx | August 2024

PRACTICAL ACCESSIBILITY FOR DESIGNERS
LinkedIn | July 2024

LET'S CONNECT!

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