

federica fornasaro

USER EXPERIENCE DESIGNER



hello

I'm Federica, a driven and enthusiast UX designer, born in Abano Terme, Italy on 24.5.1990
I currently live right outside Milan, yet I'm eager to travel and work anywhere on the planet.
And beyond.

CALL
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ENJOY
federicafornasaro.com
instagram.com/paprioska

*I am acknowledged for the meticulous approach I adopt in different circumstances and throughout the entire design process, the quick and effective insights during brainstorming sessions and team working, the clean and minimal design I deliver.
Solving new challenges and crafting meaningful experiences for people - with obsessive attention to details - is what I am most passionate about.*

education

Scuola Politecnica di Design,
MASTER'S DEGREE
WEB AND MULTIMEDIA DESIGN
2013 - 2014 \\ Milano, Italy

Accademia di Belle Arti
Santagiulia,
BACHELOR'S DEGREE (HONS)
GRAPHIC DESIGN
2009 - 2013 \\ Brescia, Italy

experience

Alkemy digital_enabler, SENIOR UX DESIGNER
may 2018 - ongoing \\ Milano, Italy

As I arrived in Alkemy, I was promptly involved in the redesign of the entire e-commerce platform and customer area for one of the biggest Italian rail company. I have been appointed as the project owner for the User Experience, managing the research, concept and testing phase, producing high fidelity wireframes, working alongside with UI Designers and Developers on a daily basis to achieve the best final outcome.

TRENORD AND MALPENSA EXPRESS
Website and e-commerce responsive redesign
User research, Information Architecture, Wireframing, Prototyping, User Testing

Accenture Media Agency, SENIOR UX DESIGNER
dec 2017 - apr 2018 \\ Milano, Italy

Following the obtained results on the Intesa Sanpaolo project, I was offered the opportunity to lead the entire User Experience team working on the Private customers' digital ecosystem.

I personally supervised and validated the design solutions, both for the responsive website and mobile app, by managing a creative team of UX and UI designers.

INTESA SANPAOLO
New digital ecosystem (Private Banking responsive website and mobile app)
Project Management, Customer go-to person, User Testing, Wireframing

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skills

UX METHODS

Personas and user scenarios
Information architecture
Low to high fidelity wireframing
Usability testing

DESIGN AND PROTOTYPING

TOOLS

Sketch, Axure, Adobe XD, InVision,
Marvel, Adobe Creative Suite

PROGRAMMING LANGUAGES

HTML5, CSS3, Javascript, JQuery

CMS

WordPress, Drupal, Joomla

languages

ITALIAN

native

ENGLISH

professional working proficiency

SPANISH

intermediate proficiency

GERMAN

elementary proficiency

hobbies

I love spending time outside in the nature doing any kind of activity, from rock climbing and snowboarding to good ol' trekking.

I have also been practicing CrossFit for three years and I'm a newbie biker.

experience

Accenture Media Agency, UX DESIGNER

jul 2016 - nov 2017 \\ Milano, Italy

I have been given the chance, both within the agency and on client's site, to work regularly with other professionals involved in the project's workflow obtaining and providing feedbacks that underlie the iterative process of design.

INTESA SANPAOLO

New digital ecosystem (Private Banking responsive website and mobile app)

Wireframing, User Testing, Project Management

PHILIP MORRIS INTERNATIONAL

Responsive community platform

Information Architecture, Wireframing, Prototyping, Gamification

UBI

Digital workspace redesign

Information Architecture, Wireframing

Bitmama, UX DESIGNER

sep 2014 - jun 2016 \\ Milano, Italy

As the main UX designer in my Business Unit, I followed the design and re-engineering of apps and websites for leading brands, creating pixel perfect wireframes, interactive prototypes, working along with graphic designers, developers and project managers.

MAIN PROJECTS AND ACTIVITIES

Acea, Selex FAMILA, CartaSi MySi

Benchmarking, Information Architecture, Wireframing, Prototyping

freelance works

fedeleo.it, WEBSITE DESIGN AND DEVELOPMENT

2017

For my own wedding, I had the chance to design and implement a highly customized responsive website, starting from a Wordpress theme.

Tauro Essiccatori, LOGO RESTYLING AND WEBSITE REDESIGN

2013 - 2016

At first, I was asked to redesign the company logo, in order to clean and simplify their image, with a modern and stylish connotation. The project then evolved into designing from scratch the responsive corporate website.