

PROFILE

I'm a Sr.UX Designer with a passion for making complexity clear through UX. I work to learn with all stakeholders on a project, and to deliver innovative design. I love to work in places that are user-centered and innovation driven.

EXPERIENCE

11/21–ongoing

Sr. UX Designer / LexisNexis

New York - NY, USA (hybrid)

LexisNexis (RELX) is a leading global provider of data analytics products and databases

- Lead the redesign and Heuristic Review of a 20+ yo platform (LexisNexis Account Center).
- Designed a new cross-products experience to meet the business' 1M revenue goal for 2024.
- Strategized 5+ generative research and analyzed results using Qualtrics.com and Tetra.
- Designed and presented wireframes and research insights to the executive team.

04/2021–11/2021

Lead UX Designer / Tierra

San Francisco - CA, USA (Remote)

San Francisco-based start-up mapping and predicting crime in Latin America

- Prototyped on Figma the UX/UI of a new feature; tested it with 10+ users on Maze to collect insightful feedbacks to improve user experience.
- Designed on Illustrator and Keynote the pitch decks for 2nd investment round.

01/2021–06/2021

Strategic Product Designer Consultant / Bindle

New York - NY, USA (Remote)

B2B Healthcare start-up seeking to transform vaccine records into entry passes.

- Developed digital and printable outputs alongside the marketing department.
- Designed UX/UI positive end-user experiences and visuals across the digital CRM channels (WordPress, Hubspot).

09/2020–08/2018

Design Freelancer / WarnerBros, USPS, Microsoft, Facebook

- Designed data visualizations, cross platform services and decks for clients.
- Researched and designed concepts for mobile applications, websites and communication strategies in the tech, education and sustainability industries.
- Held conversations for concept creation about women in STEM with WarnerBros. Discussed concept generation with Facebook about the recently released “community help” feature.

08/2019–05/2020

Design Researcher / Sandbox Zero - Parsons

New York - NY, USA

Exploration strategic design effort to rethink sustainability.

- Co-led a one-month prototype for the project's MVP and set the KPIs to test it.
- Visually mapped behaviors to develop new strategies towards sustainability.

11/2017–04/2018

Web and Graphic Designer / Infinite Orbits

Singapore

Aerospace startup providing in-orbit services to satellite operators.

- Developed the company's brand identity manual (using Adobe Illustrator, Photoshop and InDesign), website (HTML and CSS on Wix.com), decks' format.
- Facilitated a design session workshop with the engineering team to co-create the new design language system.

EDUCATION

05/2023–08/2024

McDaniel College / Maryland, USA

Master of Science in Data Analysis

08/2018–05/2020

The New School - Parsons / New York - NY, USA

Master of Science in Strategic Design & Management (4.0 GPA)

Awards & Achievements: 2 awards at international competitions (\$20,000)

10/2014–07/2017

Politecnico di Milano / Milan - Lombardy, ITALY

Bachelor of Fine Arts in Communication Design (with Honors)

LANGUAGES

Italian / Native

English / Proficient

Spanish / Fluent

French / Elementary