

SARA TRAVERSARI

User Experience Strategist in New York

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WHAT I DO

Based in New York, I'm **currently working at Gale**, bringing my experience as a seasoned UXer to the mission of providing care to everyone in need.

Solving complex problems is my specialty. I lead clients and multidisciplinary teams through the project, taking care of framing the problem from a user perspective and working out the experience to achieve the best outcome for our users, our company, and our partners.

Read about [my approach](#) and see how I applied it to some of [my recent works](#) (PDF w/pw).

EDUCATION

I have a Master Degree in Interaction Design (Scored 110/110, University of Siena) and a Bachelor Degree in Communication Design (Scored 107/110, University of Siena).

While studying, I was an intern in several digital agencies until my first job as a freelancer in 2010.

SOMETHING PERSONAL

I'm very passionate about cognitive science and behavioral psychology. I'm a voracious reader of sci-fi, crime novels and fantasy. I'm learning Spanish and sometimes I like dabbling with my painting gear. I love cooking, friends and good wine - not necessarily in this order.

PAST WORKING EXPERIENCE

AMAZON - 1yr in New York

UX Designer

I've designed internal tools that empower customers and customer service associates in the space of digital services and devices.

ONE DROP - 2yrs in New York

Sr. UX Designer

At One Drop I designed, validated, and launched experiences to help people of all ages manage health chronic conditions.

VERTIC - 1yr 2 mos in New York

Sr. UX Designer

At Vertic I worked on several B2B and B2C websites that increased our Clients' acquisition flows and reinforced our Clients' brand image across their marketing segments.

DIGITAL DETOX - 1yr 7 mos in London

Lead Designer

At Digital Detox I've grown and led a stellar design team, while fostering design practices and methodologies. I led several projects that aimed to implement design systems to support digital transformation programs. Clients included the likes of Vodafone, Capgemini, Liverpool Victoria, and more.

AQUEDUCT - 1yr 3 mos in London

UX Designer

Here I helped define the agency design process and methodologies, bringing the User Centered Design principles at the heart of the company. I designed the UX strategy of e-commerce websites, web applications and native apps for clients like Velux, BDO, Tottenham Hotspur, Suzuki, and Lloyds.

CONTRACTOR - 3 yrs in San Francisco

UX Designer for MyTheo

I designed a responsive web app and an iOS app to support Real Estate Agents in managing their activities and in connecting with their clients and their fellow agents. I led the process from the user research to user testing my prototypes.

UX Designer for Fluid

At Fluid I worked closely with UI Designers and Developers on the Brita website and on Shaklee Connect. Shaklee Connect is an iOS and Android app that supports multilayer company's Business Leaders in tracking and growing their business.

UX Architect for Rokivo

I worked on multitouch surfaces, designing games for kids and tools for supporting collaborative work groups. I designed Windows8 app experiences, marketing websites, and web apps for mobile payments. Clients included Jeppsen, Lottomatica, among others.

QUICKBOOKS (INTUIT) - 1 yr 3 mos in Menlo Park

Interaction Designer

I worked on the Online Acquisition landing pages for several product campaigns, targeting small business owners. Side by side with marketers, I designed effective pages that foster conversions growth.

DORALAB - 1 yr in Rome

UX Designer

Here, my team and I designed the ING Direct websites both for mobile and desktop platforms, when in Italy nobody else was doing online banking. The website Increased conversions and provided a delightful multichannel user experience.