

SARA TRAVERSARI

User Experience Designer

London, UK

www.saratraversari.it | saratraversari@gmail.com | m: +44 7779 414 257

WORKING EXPERIENCE

I'm currently working as UX Design Lead at Fospha, a responsive application for marketers, analyst and business stakeholders to keep track of their funnels and forms performances.

DEC 2015 / SEP 2016

UX DESIGNER LEAD Theo *Full-time, San Francisco*

I designed a responsive web app and an iOS app (on iPhone and iPad) that support Real Estate Agent in managing their activities and in connecting smoothly with their clients and their fellow agents.

APR 2015 / OCT 2015

Sr. UX DESIGNER Fluid *Contract, San Francisco*

Designed the user experience of an Android and iPhone app that supports multilayer company's Business Leaders in tracking and growing their business.

FEB 2014 / FEB 2015

UX DESIGNER Intuit *Contract, Menlo Park*

I worked on the Online Acquisition landing pages, side by side with marketers to design effective pages that helped to increase conversions.

JUN 2013 / JAN 2014

UX DESIGNER *Freelancer, round and about*

Worked on interactive surfaces, designing games for kids, tools for supporting collaborative work groups. Designed Windows8 app experience, redesigned complex web sites, designed web apps for mobile payments.

JUN 2012 / JAN 2013

UX DESIGNER Doralab *Full-time, Rome, Italy*

Designed websites both for mobile and desktop platforms. Increased conversions and enhanced the whole user experience through responsive web technologies and strategies.

JUN 2011 / JAN 2012

UX DESIGNER Fbk *Contract, Trento, Italy*

Worked on Cospatial, evaluating a suite of games for autistic children. Designed a mobile application for university students to foster the use of their campus facilities.

JUN 2010 / JAN 2011

UX DESIGNER Aidilab *Contract, Siena, Italy*

Interface Design of a light bulb connected to the Internet. My contribution was to visualize and to communicate, scenarios and workflows.

JUN 2010 / JAN 2011

WEB and MEDIA DESIGNER Studio21 *Contract, Siena, Italy*

JUN 2010 / JAN 2011

WEB DESIGNER Vianet *Contract, Rome, Italy*

PROFILE AND EDUCATION

I am a very good team-player and I know how to draw the best from others, when working together. My analytic and soft skills allow me to spot a pattern behavior very easily.

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)

TOOLS

Axure, Sketch, Invision, Omnigraffle, Adobe Creative Suite.
Some knowledge of HTML5 and CSS3.