

SARA TRAVERSARI

Design Strategist in Milan

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WHAT I DO

Based in Milan, **I'm collaborating with BSD**, bringing my experience as a seasoned Design Strategist with experience as an educator and coach in digital transformation projects.

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).

COACHING, TRAINING, WORKSHOPS

I hold training courses for teams to support the adoption of digital transformation processes and to empower professionals in their growth. I led workshops and activities to consolidate soft skills, instrumental to be a tremendous asset in any company.

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 love cooking, friends and good wine – not necessarily in this order.

PAST EXPERIENCES

BSD – 1yr in Milan

Design Strategist

At BSD Design, I secured key clients in the healthcare and logistics sectors, strategically leading project teams to ensure the highest quality of deliverables. I also focus on fostering the professional growth of team members, empowering them to tackle greater challenges and take ownership of their work. Some clients I managed were Meteda, Bocconi, Croce Rossa Italiana, KPMG, among others.

AMAZON – 1yr in New York

UX Designer

I designed digital tools for Amazon's Customer Service department, leading the design and development teams and advocating user-centered design approaches within the company.

ONE DROP – 2yrs in New York

Sr. UX Designer

I designed the website and iOS/Android apps for One Drop, a healthcare app supporting millions of people with chronic diseases. I bridged behavioral science and design, leading the development team and applying user-centered design at every product stage. I also led training to extend these concepts to all product stakeholders.

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.