

SARA TRAVERSARI

User Experience Designer | London, UK

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PROFILE

Solving complex problems is my speciality and in doing so I get my inspiration from the use of systems thinking and human-centered design.

I have experience of leading clients and multidisciplinary teams through the design thinking process. I'm involved in all parts of the design process: from the proposal writing to the execution of the plan, designing user research, generating concepts, prototyping and testing solutions.

WORKING EXPERIENCE

JAN 2017/Today HEAD OF UX

Aqueduct, London

Here I defined the design process, bringing the User Centred Design principles at the heart of the company. I worked closely with UI Designers, the Dev Team, PMs, informing their contribution to the project, planning and executing Discovery and Design phases.

I worked on marketing websites, web applications and native apps for clients like Velux, BDO, Tottenham Hotspur, Suzuki, Lloyds.

DEC 2015/SEP 2016 HEAD OF UX

MyTheo, San Francisco

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. To do so, I led the process from the user research to user testing my prototypes.

APR 2015/OCT 2015 Sr. UX DESIGNER

Fluid, San Francisco

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

FEB 2014/FEB 2015 UX DESIGNER

Intuit, Menlo Park

I worked on the Online Acquisition landing pages for several products designed to support small business owners keeping track of their revenues and investments. Side by side with marketers, I designed effective pages that helped to increase conversions.

JUN 2013/JAN 2014 UX DESIGNER

Freelancer, round and about

I worked on interactive surfaces, designing games for kids and tools for supporting collaborative work groups. I designed Windows8 app experiences, complex web sites, and web apps for mobile payments. Among others, Jeppsen, Lottomatica and Sparkling18 were my clients.

JUN 2012/JAN 2013 UX DESIGNER

Doralab, Rome, Italy

Here I designed e-commerce websites both for mobile and desktop platforms. Increased conversions and enhanced the whole user experience through responsive web technologies and strategies. Among the others, my major clients were ING Direct and Enel.

JUN 2011/JAN 2012 UX DESIGNER

Fbk, Trento, Italy

I worked on Cospatial, evaluating a suite of games for Cognitive Behavioural Therapies. I also designed a mobile application for university students to foster the use of their campus facilities.

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 interaction designer at Aidilab in 2010, where I started to strengthening my skills as UX Designer.

ARTICLES

In my free time, I started writing articles about UX and everything else in its orbit. Here are the first two on Medium:

After a year of UX in London

Of Hobbits, jesters and skilled people