

SARA TRAVERSARI

User Experience Strategist in New York

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WHAT I DO

Based in New York, I'm currently working at [Vertic](#) on a variety of B2B and B2C projects, advocating for User Center Design methodologies and practices.

Solving complex problems is my specialty. I lead clients and multidisciplinary teams through the project, taking care of framing the problem and working out the right strategy to deliver the best outcome for the client and their audiences. Design methodologies and pushing for streamlining the delivery process so to provide our clients with the best user experience for their customers.

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

WORKING EXPERIENCE

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 - 2 yr 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 and Sparkling18, 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.

FBK - 1 yr 3 mos in Trento

Interaction Designer

I worked on Cospatial, an EU funded project, evaluating a suite of games to support Cognitive Behavioral Therapies for young adults and children.

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 an interaction design freelancer at Aidilab in 2010, where I started to strengthen my skills as a UX Designer.

IN MY FREE TIME

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 to play electric guitar and sometimes I like dabbling with my painting gear. I love cooking, friends and good wine - not necessarily in this order.