

SARA TRAVERSARI

User Experience Designer

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WORKING EXPERIENCE

I'm currently working as Lead Designer at Theo Inc., designing a device agnostic platform for the Real Estate Industry.

APR 2015 / OCT 2015

Sr. UX DESIGNER Fluid *Contract*

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

FEB 2014 / FEB 2015

UX DESIGNER Intuit *Contract*

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*

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 a European project called Cospatial, evaluating a

suite of games for autistic children. Designed a mobile application for university students to foster the use of their campus facilities. Collaborated with cross disciplinary teams to create innovative design solutions.

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*

Designed a web application for a motion-grapher community. The project included benchmarking, user research, prototyping (Flash and HTML) and usability test.

JUN 2010 / JAN 2011

WEB DESIGNER Vianet *Contract, Rome, Italy*

I worked on email campaigns and banners. I developed HTML emails and interactive banners using Photoshop and Flash.

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.

Master Degree in Interaction Design (Scored 110/110, University of Siena) and 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.