



## Work Experience

### Heidelberg Materials

([www.heidelbergmaterials.com](http://www.heidelbergmaterials.com))  
Heidelberg DEU / Oct 2019 - present

UX designer; service designer.

- UX design and prototyping;
- UX research;
- Connecting departments' projects.

### Verivox

([www.verivox.de](http://www.verivox.de))  
Heidelberg DEU / Jun 2018 - Jul 2019

UX designer.

- UX design and prototyping;
- UI design and development.

### Interlogica

([www.interlogica.it](http://www.interlogica.it))  
Venice ITA / Oct 2014 - May 2018

UX/UI designer; frontend developer.

- UX design and prototyping;
- UI design and development;
- Team management.

### Plaga

Andria ITA / Feb 2014 - Sep 2015

UX/UI designer; WordPress developer; frontend developer.

- UX and visual design;
- WordPress development.

### Please UP

([www.pleaseup.com](http://www.pleaseup.com))  
Lecce ITA / Sep 2013 - Feb 2014

WordPress developer; frontend developer.

- WordPress development;
- WordPress themes and plugins customization.

### Aproweb

([www.aproweb.it](http://www.aproweb.it))  
Bari ITA / May 2011 - Oct 2014

UX/UI designer; web designer; frontend developer.

- Web design and development (e-commerce, landing page);
- Newsletter design and development, banners, print advertising;
- Still life photography;
- UX design.

### TheOpticianDesign

([www.theopticiandesign.com](http://www.theopticiandesign.com))  
Bari ITA / May 2010 - Oct 2014

Graphic and web designer freelance.

- Web design;
- Logos.

## UX skills

- Empathy;
- Interviews;
- Diary studies;
- Card sorting;
- UI Design;
- Wireframing;
- Visual design;
- In-person and remote user testing;
- Service blueprint design;
- Customer Journey design;
- Workshop design and facilitation.

## Software skills

- Figma;
- Sketch;
- Photoshop;
- Powerpoint;
- Illustrator;
- Miro;
- Jira;
- Confluence;
- Midjourney;
- Chatgpt;
- Excel.

## Development skills

- HTML 5;
- CSS 3;
- Javascript;
- SASS.

## Social skills

Team-work oriented approach, care to relationships, stress and conflict management, non-authoritarian leadership, synthesis ability, listening skills, curiosity, quick-learning skills, tendency to find a dialogue and to use different perspectives in the analysis of the reality, problem-solving oriented approach. Great flexibility to change.

## Other Languages

	Reading	Writing	Listening	Speaking
English	9	8	9	8
French	8	5	5	4
German	4	3	5	4
Arabic	3	3	2	2

## Education

### Università degli Studi di Bari "Aldo Moro"

Bari / Sept 1999 - Apr 2009

Diploma in Philosophy  
(overall grade: 110/110 | 1.0 - "very good")

## Further Education

### UX Conference 2021

([www.nngroup.com](http://www.nngroup.com))  
Remote / Mar 2021

"Nielsen Norman Group" team's UX courses:  
- "Omnichannel Journeys & Customer Experience";  
- "How to Interpret UX Numbers: Statistics for UX".

### Usability Week 2015

([www.nngroup.com](http://www.nngroup.com))  
London / Mar 2015

"Nielsen Norman Group" team's UX courses:  
- "Analytics and UX design";  
- "Emerging patterns in web design".

### Usability Week 2011

([www.nngroup.com](http://www.nngroup.com))  
London / Nov 2011

"Nielsen Norman Group" team's UX courses:  
- "Visual design for mobile devices and tablets";  
- "Information architecture: navigation design";  
- "Webpage design";  
- "Email newsletter usability";  
- "Fast and cheap usability test".

## Volunteering

**ADMO Puglia**  
(Bone Marrow  
Donors Association)  
Lug 2011 - Oct 2014

Regional counselor at ADMO Puglia (Mar. 2012 - Oct. 2014)

- Administration, public relations, organization of meetings and events which could raise awareness among people about the donation of bone marrow; provide of health education; participation in training courses on "volunteering" theme, and on specific training on the theme of biology of blood stem cells and transfusion;
- Design of the local website [www.seispeciale.com](http://www.seispeciale.com), advertising for the national campaign "Ehi tu! Hai midollo?" years 2011 and 2012;
- Graphic design of the event's t-shirt "Ehi tu! Hai midollo?"; worn by volunteers in more than 60 public squares in Italy;
- Design of the regional ADMO website [www.admopuglia.it](http://www.admopuglia.it).

**APLETI**  
(Regional Association  
against blood dyscrasias and  
Cancer in Childhood)  
May 2012 - Oct 2014

Volunteer

Recreational activities with children in the pediatric oncology unit at Bari's main hospital.

## Hobbies and Interests

- Movies (silent, comedy);
- Books (modernism, history);
- Music (britpop, indie, rock);
- Videogames;
- History (middle age, early XX century);
- Sport (swimming, football, martial arts);
- Japanese tea ceremony;
- Acting.

## My selected UX Bookshelf

