

Nicoletta Bruno

User eXperience Designer

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WORKING EXPERIENCE

○ User Experience Designer

From April 2015 to present - Beeapp Srl, Polo Tecnologico, Cascina (PI), Italy

My role consists of designing interactive iOS and Android interfaces. Producing workflows, wireframes, mockups, visuals. Creating interactive prototypes to perform usability tests.

I'm used to start from a deep analysis of requirements and use cases, proceeding with the developers to the exploration of technical limitations on different mobile platforms, in order to create usable and solid workflows.

○ Freelance User Experience Designer

From June 2014 to April 2015

Designing responsive websites, user interfaces and mobile apps, for companies and private subjects. Producing wireframes, mockups and interactive prototypes.

○ User Experience and Visual Designer

From June 2012 to June 2014 - Navionics SpA, Massarosa (LU), Italy

Designing iOS and Android interactive interfaces for the geolocalization apps Navionics Marine and Navionics Ski. Producing workflows, wireframes, mockups, visuals and assets. Producing interactive or paper prototypes to perform usability tests.

○ UI Quality Supervisor

From December 2010 to June 2012 - Navionics SpA, Massarosa (LU), Italy

Checking technical and usability issues for the Navionics Marine and Navionics Ski apps.

○ Web & Graphic Designer

From September 2009 to December 2010 - Zig Newton Srl, Polo Tecnologico, Cascina (PI), Italy

Designing websites layouts and visuals. Front-end developing in cross-browser compatibility. Designing logotypes, flyers and advertising.

○ 3D Modeling

From May to September 2009 - Dipartimento di Informatica, Università degli Studi di Pisa, Italy

Traineeship: modeling with Blender, 3DSMax and Maya. Analysis of the best methods to import 3D models to SecondLife.

○ Web Designer

From October 2007 to February 2008 - I.S.T.I. "A. Faedo", C.N.R. Pisa, Italy

Traineeship: designing and developing the OPEN european project website.

EDUCATION

- **Laurea Specialistica in Informatica Umanistica (Italian Second Level Degree in Digital Humanities) Graphics Interactivity and Virtual Environments**

October 2010 - Università di Pisa - Marks: 110/110 cum Laude

Thesis: *Studying and evaluating visualization and interaction patterns in Web3D scenarios for cultural heritage.*

- **Degree in Digital Humanities**

July 2008 - Università di Pisa - Marks: 105/110

Thesis: *Developing multi-channel User Interfaces with XForms.*

SKILLS

- ◆ Deep knowledge of Usability and Accessibility principles, User Experience Design, User Interface Design, Interaction Design, Visual Design, HCI, Web Design, Virtual Reality;
- ◆ Excellent experience in analysing requirements, card sorting, describing personas, scenarios and use cases, designing workflows, wireframes, mockups and interactive prototypes;
- ◆ Excellent experience in performing usability tests: A/B testing, guerrilla, remote, think-aloud, heuristic evaluation.

Tools & Scripting languages

- ◆ Sketching & wireframing: Sketch, Adobe Photoshop, Adobe Illustrator, Keynote;
- ◆ Prototyping: InVision, Proto.io, Balsamiq, Axure;
- ◆ Web: Html, CSS, Wordpress, ActionScript 3.0, Javascript, JQuery, Joomla!;
- ◆ Operating systems: Mac OS X, Windows, Linux.

Personal

- ◆ Excellent relationship skills, improved by working closely with developers, product owners, marketing representatives and final clients;
- ◆ Excellent capabilities of team leadership and managing all product ideation and development stages, with excellent knowledge of Agile and Scrum approach;
- ◆ Flexibility and enthusiasm in facing new projects and experimenting new tools and methodologies;
- ◆ Autonomy and excellent organizational skills, proactive, self confident, problem solver and meticulous worker.

PUBLICATIONS

Designing interaction metaphors for Web3D cultural dissemination, *Journal of Cultural Heritage*, Elsevier, 2013.

LANGUAGES

- ◆ Italian: mother tongue;
- ◆ English: colloquial, Cambridge English First Certificate (C);
- ◆ French: basic.

INTERESTS

Playing acoustic and electric guitar; Taekwondo.