

SERENA PESARIN

UI/UX Designer

Italy. Open to Relocate

<https://www.behance.net/serenapesarin>
<https://www.linkedin.com/in/serenapesarin>
<https://pesarinserena.wixsite.com/portfolio>

pesarinserena@gmail.com
(+39) 3792250118

EXPERIENCE

07/2021- Present **UI/UX DESIGNER**
FREELANCE (A Maze Inc)

- Gathering and evaluating user requirements, in collaboration with product managers.
- Translating concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Designing graphic user interface elements.

11/2019-11/2020 **MERCHANDISER ACCESSORIES**
KARL LAGERFELD. Amsterdam, The Netherlands

- Liaised regularly with clients to ensure that the products met their requirements and core business objectives.
- Main contact between the Design and the PD team.
- Responsible for the creation of briefs and benchmarks.

04/2017-10/2019 **BUYING COORDINATOR**
NIKE INC. Amsterdam, The Netherlands

- Uncovered, through research, user behaviours that helped to identify areas for improvement, in Nike Women category.
- Responsible for presenting solutions to various stakeholders.
- Collaborated on top-door product assortment strategies.

05/2014-07/2016 **SHOWROOM ASSISTANT MANAGER**
MCQ - ALEXANDER MCQUEEN/ KERING GROUP. Milan, Italy

- Developed the Visual Brand Bible for MCQ.
- Met with clients to present seasonal collections.
- Consolidated the monthly KPI's for selected clients, to quickly identify over and underperformers.

03/2014-05/2014 **CONTENT EDITOR**
CN Live - CONDE' NAST. Milan, Italy

- Created web communication visual assets.
- Responsible for the selection and editorial retouching of images.
- Ensured timely delivery on all projects, managing workload and timelines independently.

02/2012-07/2012 **DIGITAL COMMUNICATOR ASSISTANT**
ARMADILLO/ KENZO MAISON. Porto Cervo, Italy

- Collaborated with developers to create the look of the website.
- Conducting cross-channel research.
- Created accessible documentation that enabled the team to plan and implement a solid brand strategy.

PROJECTS

MOBILE APP DESIGN FOR ANDROID & IOS

Conceptualized and developed digital visual design assets, in accordance with Android and iOS guidelines.

BRAND IDENTITY PROJECT

Designed logotypes, brand identity, and interface, ensuring that the end-product provided an efficient and engaging user experience.

RESPONSIVE LBS WEB DESIGN

Develop original interface design concepts, executing from scratch a location-based app.

SKILLS

Visual Design/ Art Direction/
Interaction Design/ Design Research/
Design Strategy/ Journey Maps/
Usability Testing/ Wireframing/
Prototyping/ Product Design

TOOLS

GRAPHIC
InDesign/ Photoshop

WIREFRAME & PROTOTYPE
Sketch/ Adobe XD / Figma/ Flinto/
Balsamiq

PROTOTYPE & DEVELOPE
InVision/ HTML & CSS

EDUCATION

DOMUS ACADEMY, Milan
MA Visual Merchandising & Styling
2013

KINGSTON UNIVERSITY, London
BA Fashion Design
2009

CROYDON COLLEGE, London
Foundation in Art & Design
2006

AWARDS & CERTIFICATION

CAREERFOUNDRY
User Interface Design Certification
2021

DOMESTIKA
Brand Design Certification
2021

GRAND PRIZE WINNER:
MA Bursary- Creative Competition
2013

CENTRAL SAINT MARTINS
Marketing Certification
2009

LANGUAGES

Italian native language
English full professional proficiency
Spanish intermediate level