

Valeria Vismara

PRODUCT DESIGNER • UX / UI & INTERACTION DESIGNER •
INFORMATION ARCHITECT

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EXPERIENCE

Visnovo Srl, Milan, Italy — Co-founder

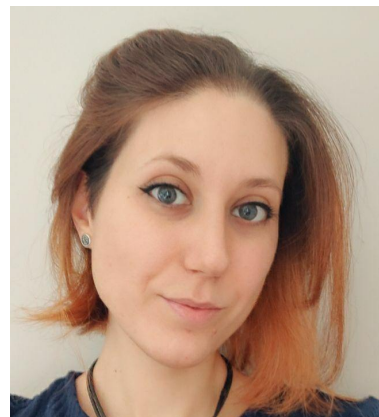
DECEMBER 2019 - PRESENT

- Web design and web development both for professionals (mostly in the medical field) and amateurs (for blogging, photography and portfolios)
- User experience design
- Creation of campaigns and landing pages
- Creation and set-up of e-commerce (Woocommerce)
- Setting up A / B testing
- Hosting and professional e-mail services
- Customer and partner relationship management
- Monitoring analytics and KPIs (Meta Pixel Formerly Facebook Pixel, Google Analytics, HotJar)
- Basic SEO and SEO writing
- Constantly developing new skills through webinars and courses (to mention some of them: start-ups, basic SEO and SEO tools, LinkedIn sales navigator, Advances WordPress, business possibilities in the Metaverse)

Lego Group, Billund, Denmark — Student assistant UX mobile & portal

JUNE 2018 - JULY 2019

- Migration of Lego's intranet, both for desktop and mobile from Sharepoint 2013 to the new SharePoint Online
- I was in charge of updating and reworking the design and user experience of several subpages
- Creation and design of the migration emails to send to site owners in SharePoint
- Creation of user guidelines and help section of the page of SharePoint Online
- Collaboration with colleagues on bigger projects (Lego online store) and on user research



LINKS & PORTFOLIO

 [LinkedIn](#)

 [Behance](#)

SKILLS

Product design
Participatory innovation
User experience
Digital concept development
User Interface design
E-commerce
Purchases and purchasing negotiation

LANGUAGES

Italian (mother tongue)
English (fluent)
Danish (working proficiency)

Tesi Aps, Skovlunde, Denmark — *Purchase Assistant*

DECEMBER 2015 - MARCH 2017

- Worked as a purchase assistant for a company building the metro tunnels in the greater Copenhagen area
- Business Relationship Management (BRM) with our suppliers and main company in Italy
- Creation of offer request offers and negotiation of the offers and prices with the suppliers
- Creation of orders in an ERP system (Infor L/N)
- Updating the business partners, their pricing in the ERP system
- Issue the purchase orders
- Closing the offers, with recorded payments and dates

Tesi Aps, Skovlunde, Denmark — *Infor L/N key account manager*

MARCH 2016 - OCTOBER 2016

- After beginning to work as a purchase assistant, I had the opportunity to take several courses to become the Key Account Manager for our enterprise resource planning (ERP) - Infor L/N
- Responsible for teaching and helping colleagues with many of the advanced features of the system
- Training of new colleagues

DigitasLBi Italy, Milan, Italy — *UX / UI designer trainee*

JUNE 2014 - OCTOBER 2014

- During my bachelor's, I got an internship in one of the leading digital design companies in Milan, Italy.
- Collaboration on some complex digital projects for some of the most prominent companies in Italy (Barilla, Lavazza, Europ Assistance, Simply Market, and the Museum of Palazzo Reale).
- Analysis of the as-is webpage content (focusing on the user experience, information architecture, and content).
- Finding the flaws in the UX.
- Creation of improved wireframes for their new webpage.
- Use of UX tools for wireframing to create the contents and layouts of complex pages for both desktop, tablet and mobile.

SKILLS & PROGRAMS

Adobe: Ai, Ps, Id, XD
Affinity designer, photo & publisher
CMS (WordPress, WebFlow)
Axure
Microsoft office suit
HTML, CSS
Infor L/N

INTERESTS

Reading
Tinkering
Traveling
Videogames
Digital art and illustrations
Product design and interior design
Discovering new technologies/products
Community creation

EDUCATION

University of Southern Denmark, Kolding — MSc in IT Product design

SEPTEMBER 2017 - JUNE 2019

- Creation of digital concepts and products in a participatory design environment
- User research and user interviews
- Qualitative and quantitative research
- Concept creation from data analysis
- Broad competencies within the field of the humanities
- Collaboration with local associations (with the brain injury association hjerneskadeforeningen, Kolding Kommune, Christiansfeld Kommune)

Zealand Academy of Technologies and Business, Køge — BA in Digital concept development

AUGUST 2013 - JUNE 2015

- Creation of digital solutions that are innovative and business-oriented
- Finding smart solutions to complex problems
- Project management in groups
- Being able to develop and argue for complex digital services
- Full-time (40 hrs a week) apprenticeship in a digital business (DigitasLbi) for 6 months of the program.

Zealand Academy of Technologies and Business, Køge — BA in Multimedia Design

AUGUST 2010 - JUNE 2012

- Overview of all stages of multimedia design such as web development, web design, graphic design, creation of social media campaigns, crowdfunding, etc.
- User research: qualitative and quantitative field research, creation of personas and user journeys
- Practical web design and programming (HTML, CSS, js)
- Business and project management
- Journalism and blogging
- Took an extra course in video making and video editing

PROJECTS

Immersive Design Game Framework — *A Prototype for Building Design Games.*

Design games are a type of game that is specifically designed for research or design purposes, rather than simply for entertainment. The goal of a design game is to provide a safe and engaging environment for participants to explore and experiment with new ideas, concepts, and solutions, while also collecting data that can be used to inform future research and design efforts. However, building one that is both enjoyable and effective in achieving its intended goals can be a challenging task. In my Master's thesis, drawing inspiration from literature, previous experience, analysis of board games, and interviews with experts, I created the prototype of a framework to create design games. The immersive design framework offers a logical structure to aid designers and researchers in creating engaging design games.

Talking tower — *The game created with and for relatives of people affected with traumatic brain injuries*

I collaborated, along with my research group, with the Danish Brain Damage Association to create a design game (a game with a research purpose in mind) aimed at giving a voice to relatives of those affected by brain damage. This game aimed to offer conversational prompts and achieve two objectives: to provide the government with insights into the relatives' struggles and to foster solidarity and friendship among the support group members.

Anthea, lady of flowers — *How to visually relay data*

Anthea is the result of an exploration of wearable technology and a way to physically visualize data collection. It's a wearable necklace that changes colour based on the wearer's emotional state, storing the change for a set amount of time. The triangular scales of the accessory are reminiscent of warrior armour, yet the soft silk lining adds a touch of elegance.

Food for thought — *Sustainable Solutions: Exploring DIY Recipes for Edible Bioplastic*

During my master's degree, I had the privilege of undertaking a research project led by associate professor Danielle Wilde about sustainability. The world today is overrun with plastic materials both on land and in the sea – therefore our research team experimented with envisioning, designing and creating alternatives to plastic materials, such as bioplastics and edible alternatives. At the end of the project, we wrote, designed, created and published a book that is available to anyone interested for free.