

#### LINKED IN

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#### EMAIL & PHONE

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### WHO AM I

I'm a UX Strategist & Service designer with over 10 years' experience in all areas of user-centred design and lean methodologies.

#### WHAT I DO

I help businesses implement the design thinking process and grow the product by placing the user at the centre of product development strategy.

### KEY SKILLS

- Skilled in managing the entire product lifecycle
- Skilled in supporting and defending design choices
- Advanced experience in user research and product discovery
- 11 years of experience in SEO and product Analytics
- Mastered marketing funnel design, development and CRO
- Prototyping master (Figma/Adobe XD/Sketch/Marvel/Flinto)
- "Obsessed" with components specifications and patterns consistency
- Startup background
- Extensive experience in information architecture development
- Skillful in translating high-level requirements into advanced UI flows
- Design Sprint and Scrum Master
- Passionate for solving customer problems
- No-Code/Low-Code MVPs advocate
- UX, HCI and Product Design teacher

### WORK EXPERIENCE

## Senior Product Designer | UX Strategist

Since February 2016 - Self-employed - Sardinia & Remote

- Chief Digital Officer as a service
- UX consulting and corporate training
- Product validation and No-Code MVPs
- Design Sprint workshops
- Project management

# Lead Product Designer (Prevention Suite project)

Oct 2019 to Apr 2021 - Medmob / Medispa Srl - Cagliari, Milan, Madrid

- I-Care SAAS platform UX (re)design
- Prevention Suite brand consolidation strategy
- Platform optimisation for interactive totem and desktop devices
- Utility app (Prevengers) for Prevention Suite operators and health professionals
- Companion app for SAAS platform (Preventit)
- Led and managed feature definition cycles
- Overall service design and product (re)design

### Lead Product Designer (UniCa STARTS project)

Mar 2020 to Aug 2020 - University of Cagliari - Cagliari

- User research
- Heuristic analysis, usability and accessibility review
- Information architecture, navigation and search optimization
- Prototyping and validation
- UX content writing
- MVP for funding (granted)
- Overall product (re)design

### Lead Product Designer (the Shukran project)

Dec 2018 to Feb 2020 - Beeasier Srl - Milan and Cagliari

- End to end support in solving previous design issues (Android)
- Decreased bounce rate exponentially, increased engagement and CR
- Hi-fi Mockups and interactive prototypes
- Definition, development and maintenance of Design System
- Overall product (re)design

# Senior Product Designer (Typical Marketplace project)

Jan 2018 to Feb 2020 - Typical Srl - Cagliari

- Chief Digital Officer as a service
- Marketplace service design
- Match making system architecture
- High fidelity interactive No-Code MVP for funding (granted)
- Led and executed user research protocols and usability testing (qualitative and quantitative)

# UX, HCI & Product Design Core Teacher

Jan 2019 to Jun 2019 - The Net Value Srl - Cagliari

- UX & Product Design course | TNV Academy
- Full Stack Development Course (Fundamentals of UX and HCI) I TNV Academy

# UX, HCI & Product Design Tutor

Mar 2018 to Jun 2019 - Enter Training Srl - Cagliari

– Full Stack Development Course (Fundamentals of UX and HCI)

# Co-founder and Product Designer

May 2015 to Feb 2018 - Digital Nomad Kit LLC - US

- Designed digital toolkits to help students make their way into the world of web-based work and digital nomads' lifestyle
- I designed and developed the concept of the kits, the e-learning platform and co-founded the project
- Branding strategy

### SEO Analyst & User Experience Designer

Jan 2012 to Feb 2015 - I-Efficient Media - London

- Account manager for tui.co.uk, uk.match.com, claires.com and other UK market leaders
- Heuristic evaluation of web/mobile applications
- UX audits and KPIs optimisation
- Sales funnels optimisation
- Conversion rate and crawlability optimisation
- Improvement of organic ranking and quality score
- Web analytics, A/B tests
- Creation and optimisation of multi-channel funnels
- Relentless user research

### Freelance Consultant

From 2014 to 2021 - Worldwide

Since 2014 to date I have worked as consultant with dozens of international startups, companies, corporations, digital marketing agencies. Few honorable mentions:

Job RapidoClaire's London

— HSBC UK — VE Global UK

— Match Group— TUI Group

### LANGUAGES

-- English: Master Level /C2 — Spanish: Advanced — Italian: Native

### EDUCATION AND RELEVANT COURSES

- -- UX Design Intensive Program Akendi UX Training, London
- -- UX Design for Augmented and Virtual Reality Interaction Design, Online
- -- Web Analytics Master Certification Market Motive, Online
- -- Diploma in PHP/ MySQL Web Programming City University London 2013

#### ADDITIONAL INFORMATION

- VAT number: 03802850929
- LinkedIn: <u>www.linkedin.com/in/valentina-mercenaro</u>
- I authorise the use of my personal data in accordance with Italian Legislative Decree 196/03.