Stefania Ciardiello

Junior Product Designer

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EXPERIENCE

StuRents, London — *Junior Product Designer*

JANUARY 2022 - CURRENT

- Worked with engineers, product managers and customer success team to **design and implement creative and intuitive solutions** for the user base.

- **Designed and followed the implementation** of new features for the client-side app, like, for example, an Appointment Calendar, a Report Manager Wizard, and a Promotion page.

- **Analysed the customer pain points** of an internal product called Deposit Alternative and conducted research on how to improve the customer conversion rate. **Proposed and implemented a three-step solution** that included the complete revamp of the product landing pages, a better integration of the product in our client-side app and a new system of promotion, **leading to an increase in our DA customer bases of 265%.**

- **Designed the currently used hand-off system,** complete with guidelines and templates that improve the maintenance of the design files and the developers' workflow.

- **Currently collaborating with the Marketing and Engineering team** to create and deliver **a cross-functional design system** aimed to improve the team's efficiency, assure a visual consistency between all platforms and communication channels.

- Worked with the sales and marketing team towards the creation of a new, separate StuRents brand addressed to property managers. **Led the Information Architecture** of the new product website, and **created the associated wireframes. Currently in charge of the rebranding process of the application.**

EDUCATION

Alma Mater Bologna, Italy— *MA in Historical and Anthropological Science*

SEPTEMBER 2018 - NOVEMBER 2020

Alongside the traditional curriculum classes, aimed to acquire perspectives, investigation methods and contents indispensable for both interdisciplinary research and vocational training in the fields of communication, **I have also attended** some **sociological courses** and a **User Experience and Usability class** - that culminated with the production of a team project about a Car-Sharing Service for novice drivers.

SKILLS

I know how to work in a team as well as alone. I can create **wireframes** at varying levels of fidelity, and I enjoy **prototyping** them. I also have some **front-end coding** experience and enjoy working with devs. I'm particularly interested in **Design Systems** *and* **Accessibility**.

- Photoshop
- Illustrator
- Adobe XD
- Invision
- Figma
- Affinity Designer
- HTML & CSS
- Javascript

CERTIFICATIONS

Visual Thinking for Human-Centred Design (Oct. 2021)
Unity Essential (Jul. 2021)
Google Analytics (Aug. 2020)
Google Data Studio (Aug. 2020)
ID foundation (Aug. 2020)

LANGUAGES

Italian - Native
English - Advanced