

Nazarena Parenti

I'm a **UX / Product Designer** focused on creating digital experiences that are meaningful for users and valuable for businesses.

Passionate about data and data-driven design I have over five years of industry experience working with cross-functional teams.

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Skills

User research, design strategy, problem solving, user-centric design, personas, customer journey mapping, information architecture development, wireframing, prototyping, usability testing, A/B testing, conversion rate optimization, stakeholders management, public speaking, mentoring, tutoring, responsive web / web app / tools design, user interface design, HTML & CSS. Basics of Javascript and SQL. Familiar with interdisciplinary international teams.

Tools

- *Graphic*: Illustrator, Photoshop, InDesign
- *Digital Design*: Sketch, XD, Invision
- *Web Analytics*: Hotjar, Google Analytics, Google Query Explorer, Google Optimize, Convert, Google Data Studio
- *Development*: Git, WebStorm, Docker (basics)
- *CRM/CMS*: Mailchimp, ActiveCampaign, InstaPage, WordPress, HubSpot

Languages

- Italian: Native Language
- English: Fluent
- Spanish: Basic Knowledge

Education

October 2013 - December 2016

Master in Product Service System Design

Politecnico di Milano, Milan, Italy

January 2015 - June 2015

Exchange Program - User Experience & Interaction Design

Srishti Institute of Art, Design and Technology, Bangalore, India

September 2012 - June 2014

Residential interdisciplinary honors program for outstanding students

Collegio di Milano, Milan, Italy

October 2010 - September 2013

Bachelor Degree in Product Design

Politecnico di Milano, Milan, Italy

Work Experience

April 2021 - Present

Senior User Experience Designer

Oracle NetSuite | Barcelona, Spain

➤ netsuite.com

November 2020 - March 2021

UX & Product Design Consultant

Independent Consultant | Barcelona, Spain

- Connecting brands with their users with User Research and designing platforms for the finance industry.
- Training professional in User Research techniques

August 2019 - October 2020

UX Design Specialist Consultant

Instilla | Technology and Development

Remote from Barcelona

In addition to the competences and responsibilities of the previous position this one entails:

- Definition of the UX processes within the company and User Experience career track and training modules from entry-level to senior
- Client proposals and offers
- Work with top management to design and develop the internal tools
- Mentoring junior designers

Oct 2015 - July 2019

UX/UI Designer

Instilla | Creative & Experience | Milan, Italy

My initial role as a UX/UI Designer within Instilla aimed to help clients reach their marketing and business KPIs by designing digital experiences integrated with their customer acquisition processes. My tasks and responsibilities were:

- Research planning, execution, and insights analysis (user/customer interviews & observation studies, customer journeys, pain points & opportunities, personas, competitor analysis, user testing, surveys etc.)
- Plan and facilitate design workshops in different formats
- Creating low fidelity to high fidelity wireframes using **Sketch** or **XD**
- Present and share information with customers and stakeholders to find the best design for their needs
- Develop User Interfaces using **Illustrator**, Sketch, XD and **Invision**
- Collaborate with the development team as a front-end developer (**HTML**, **CSS**, and basics of **Javascript**) focusing on responsive and accessible experiences
- Optimization of client's digital touchpoints through CRO (Conversion Rate Optimization). From quantitative and qualitative analysis (using **Google Analytics**, **Hotjar**, **Google Query Explorer**) to the design and execution of A/B tests (using **Google Optimize** or **Convert**)
- Bringing Service Design and Design Thinking methodologies into Instilla's offer
- Managing client projects coordinating up to 12 cross-department consultants
- Client training, both online and offline
- Public Speaker at offline and online events, creation of an online masterclass on landing pages UX
- First designer in the company

Oct 2015 - June 2016

Product and Service Designer

Epoca | Embedded Design Thinking Project

@Nescafé France

Paris (France), Reggio-Emilia (Italy), Palo Alto (California, US)

Activity developed under SUGAR (**Stanford University Global Alliance for Re-design**) in which our team investigated the experience of coffee in workplaces, envisioned, and prototyped real solutions for Nescafé France.

Oct 2012 - Sept 2019

Designer

Testbusters | Milan, Italy

Started as a 4 people project, throughout the years I've built its visual and brand identity, supporting all design activities needed to scale the business from a few people project to a 500+ people organization. Key role responsibilities:

- Responsible for art direction and brand identity, design of visual and editorial assets, online and offline
- Video making, video editing, motion design, photographer

Other Experience

May 2019 - present

Visiting Lecturer in Product & Service Design for FinTech

LUMSA University | Rome, Italy

As a visiting lecturer of the Master in Finance, Technology (Fintech) and Digital Transformation, I teach the course of Product and Service Design, where students are offered different perspectives about Product and Service Design, as they are introduced to Design Thinking, Product and Service Design Methodologies, applied to Fintech.

May 2018 - Oct 2020

UX Design Instructor

Lacerba.io | Milan, Italy

Lacerba is an Italian digital academy focused on programming, web design, digital marketing and strategy.

As UX Design Instructor, I co-designed a Masterclass on UX & Landing Page design, as well as participated as speaker to several online webinars around the topics of UX and Conversion Marketing.