

SIMONE FERRARO

PRODUCT DESIGNER (UX & UI) / INFORMATION ARCHITECT / DIGITAL DESIGN THINKER

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Hello, my name is Simone Ferraro and I design digital environments for human beings.

I'm a passionate design-thinker as much as an enthusiast self-taught coder & UI designer and I got a UX/IA Master Degree at IULM University in Milan, Italy.

I'm an **Interaction Design Foundation** (Denmark) & **Architecta** (Italy) member.

Besides, I really love music (I'm a former DJ and radio speaker), photography and every form of visual art.

I started working on digital products over twelve years ago. After running my own digital agency called **Nutek** in **Turin** and after working as a UX Consultant at **Zurich Insurance LTD** in **Milan** I am now **UX Architect** at **BBC** in **London**.

I enjoy working as member of a cross-functional team and I love *Agile* software development methods and iterative design.

WORK EXPERIENCE	
Mar.2018 - Present	<p>UX Architect - BBC BBC Design & Engineering BBC Broadcast Centre, London, W12 7TP</p>
Apr. 2016 - Mar. 2018	<p>UX Designer – Zurich Insurance Company LTD Zurich Italia, Via Benigno Crespi, 23, 20159 Milano</p> <p>I joined the digital team at Zurich Insurance (Milan) in April 2016 as a UX Consultant. I have been working on all the UX-related activities, on the interactions and on the final user interface design of many digital products of the company.</p>
Jan. 2007 - Present	<p>Digital Consultant, Web Developer and UI Designer Freelance / Self-employed</p> <p>Over the last twelve years I have been designing digital products as an independent consultant.</p> <p>I have been responsible for several projects on every single phase, step by step from the early design stage to the frontend and backend coding management.</p> <p>I can use User Experience Design process main techniques and I can easily work either on pre-existing projects or on to-be-defined strategies from scratch.</p> <p>---</p> <p>Among others, I have been designing for:</p> <p>2016 - Present Kettydo +, Via Francesco de Sanctis, 34, 20141 Milano www.kettydo.com</p> <p>2014 deltatre, Via Francesco Millio, 41, 10141 Torino www.deltatre.com</p> <p>2010 - 2014 Involucra, Via Viotti, 2 10121 Torino, Italia www.involucra.com</p> <p>2010 - Present Bridge Partners, Corso Moncenisio 63/2 - 10090 Rosta (TO) www.bridgepartners.it</p> <p>2013 - Present Mariotti S.r.l., Via Torino 118 - 10036 - Settimo T.se (TO) www.contigo.it</p> <p>2015 - Present Tamigi S.r.l , Corso Re Umberto, 7 – 10121 - Torino www.kristinati.it</p>

Jan. 2007 – Apr. 2016	Founder/Owner - Nutek Nutek, Via Guido Reni 96/39/c, Torino www.nutek.it
Mar. 2004 – Aug. 2004	Web Design Internship - deltatre deltatre, Via Francesco Millio, 41, 10141 Torino www.deltatre.com

EDUCATION	
2015	Master Master Degree in Information Architecture & UX Design IULM University, Milan, Italy
2015 - Present	Advanced UX Courses Psychology of Interaction Design (2017) Conducting Usability Testing (2017) Affordances: Designing Intuitive Interfaces (2016) Information Visualization (2016) Gestalt Psychology and Web Design (2016) Mobile User Experience Design (2016) Interaction Design Foundation, Copenhagen, Denmark
2004 - 2006	Bachelor's Degree (candidate) Sociology and Anthropology Studies University of Turin, Turin, Italy
2004	Professional Qualification Web Design & Development IAL Institute, Turin, Italy

SKILLS	
UX Design Process Management (User testing, User Interviews, Personas, Experience Mapping...)	Rapid Prototyping (HTML, Paper, Digital Tools)
Project Management	Presentation Skills
Art Direction	Team Leading
Frontend Development	PSD/SKETCH to HTML
PHP / MYSQL	

PROFESSIONAL TOOLS	
HTML / CSS	Adobe Photoshop
Adobe Illustrator	Sketch3
Adobe XD	Axure
PHP/MySQL	JQuery
Wordpress	Balsamiq
UX Pin	Principle
Figma	Invision