

Silvia Maggi

UX Designer

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ABOUT

Through empathy and experience, I design systems used by millions of people.

I'm a reliable team player, a collaborative problem-solver with a keen eye for details.

SKILLS

Design

Interaction design, Personas, User flows, User interface design, Wireframes, Mockups, Prototyping, Responsive web design, Mobile app design, Photography.

User Research

Interviews, Usability testing.

Programming

HTML/CSS, WordPress theming.

TOOLS

Sketch, Figma, InVision, Balsamiq, Adobe Creative Suite, Apple Keynote, Affinity Designer, Affinity Photo, Adobe Lightroom, Sublime Text, Visual Studio Code.

EDUCATION

Interaction Design Foundation

Conducting Usability Testing
Design Thinking

Nielsen Norman UX Conference

Generating Big Ideas with Design Thinking

The Human Mind and Usability

Omnibit

Webmaster
Web designer

ATC Upgrade

Adobe Photoshop

LANGUAGES

Bilingual Italian and English
DEL F A2 French
Currently studying Swedish

EXPERIENCE

UX/UI Designer

Origami – Cambridge, UK

2016 – 2019

Technology company that enables energy firms to connect, control and optimise anything that uses, stores, and generates power.

I worked closely with stakeholders and talented developers to create and implement the designs of the first web application. After the launch, the company started receiving streams of revenues.

I was responsible for collecting users' needs and feedback, creating personas, producing user journeys and interactive wireframes, building prototypes, creating and maintaining style guides and pattern libraries.

UX/UI Designer, Director and Co-founder

UI Farm – London, UK

2012 – 2016

Full-service UI & UX company committed to designing and building user-centric, engaging responsive websites and web applications.

We believed our clients could invest less time and money maintaining their websites by providing them with responsive, custom WordPress-based applications that worked seamlessly across all devices.

My responsibilities included personas, user journeys, rapid prototyping, responsive design, user testing, implementation using HTML5 and CSS3.

Senior UI Developer

Bodog Nation – London, UK

2011 – 2012

One of the global leaders in digital entertainment.

Maintained the slots.com website, adding new UI features and implementing the redesign of its Drupal-based front-end. Used my skills as a designer to improve the usability of the interface, working closely with colleagues across different teams and countries. I worked within an Agile environment and met extraordinary people. Together with two of my teammates, I then co-founded UI Farm.

UI Designer and Developer

New Energy Mind / Accenture Technology – Milan, Italy

2007 – 2011

Digital agency specialised in user-centred design & front-end development.

Worked on the public-facing corporate websites and web applications for the most prominent Italian bank, UniCredit, affecting millions of users each day. The daily collaboration with UniCredit's online acquisition and design interaction teams created a bond of trust, to the point they later became one of UI Farm's biggest clients.

My tasks included landing pages layout, design patterns and components for both home banking and corporate websites, A/B tests, mockups and prototypes for the usability tests I then attended.

Web Designer and Developer

Freelance – Milan, Italy

2004 – 2007

I moved from pure design to web design and development.

Took charge of various projects including design and development for the web, prototypes, WordPress themes, WCAG accessibility, themes and wallpapers for mobile companies, desktop publishing and video production.

Texture Artist

Playstos Entertainment – Milan, Italy

2001 – 2004

Independent developer focused on console games.

Designed environmental textures for the title *Ruff Trigger: The Vanocore Conspiracy*, published by Natsume for PlayStation 2. Daily work with artists to make the textures fit 3D models. I was in charge of assets management using the versioning software Alienbrain.