

lara marino

UX / UI Designer

 Milano, Italy

 laramarino268@gmail.com

 laramarino.com

 behance.net/lmwapwap7cff

 linkedin.com/in/laramarino

I'm a senior UX Designer who loves crafting digital experiences for user-centric systems. I truly believe in the meaningful connections between people and technology.

Experience

UX Researcher

Sketchin

Milan, Jun 2023 - Ongoing

Integration of advanced technologies as AI into Lenovo's product launch journey experience, in order to enable the company to provide more interactive and engaging sales experiences.

UX & UI Designer

The blind spot

March 2021 - Dec 2022

Ideation and development of an online platform created to help UX designers and researchers mitigate the impact of biases during their foundational research and design process.

UI Designer

De Agostini

March 2021 - July 2021

Redesign of the interface of the *Kids* division website, improving usability and functionality, to enhance the browsing experience and increase customer engagement.

UX & UI Designer

Kooness

Milan, Oct 2018 - Jul 2020

Researching, designing, and implementing the user experience of the site starting from the detection of some critical issues in the previous design, leading to the creation of a new platform.

UI Designer

Digital for Business

Milan, Oct 2017 - Jul 2018

Conception and execution of an online training platform on the European Data Protection Regulation (GDPR), published on the educational institution *Digital for Academy*.

Education

Product Design Foundations

Parsons school of New York

New York, Feb 2022 - Feb 2023

The course introduces all the technical and design activities that, from the conception phase, lead to the production and distribution phase of the product on the market.

Master's Degree (honours) in Communication Design

Politecnico di Milano

Milano, Dec 2022

Understanding of user experience and human-computer interaction in the use and design of communicative artefacts and digital services; methodological and technological knowledge of the user-centred logic.

Google UX Design

Google Professional Certificate

Milan, Jan 2022 - Jul 2022

Understanding the fundamentals of UX and gaining experience in the design process, including building wireframes and prototypes and conducting user research to test designs.

Areas of interests

User Experience Design
User Interface Design
Interaction Design
Validation testing

Design skills

Competitive Audit	Information Architecture
User Research	Wireframing & Prototyping
User Interface	Design System
Journey Mapping	Usability testing

Language

Italian

Advanced

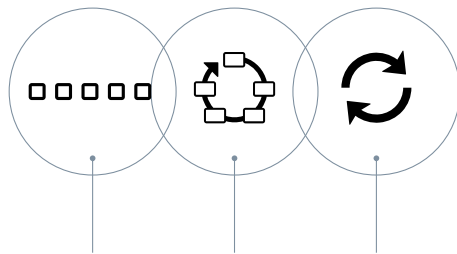
English

Advanced

Software



Methodology



design thinking lean UX agile method

Recognition

Thesis project award

Scholarship assignment offered by Rosval S.r.l.

Istituto Europeo di Design, Milano

Photo Exhibition

Photographic portfolio in collaboration with L. Brogioni

Fabbrica del Vapore, Milano

Personal skills

Detail oriented, Work ethic, Creative,
Flexible, Hardworking, Empathetic.

Hobbies & Interests

