

# ANDREA NONNI

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## Senior UX/UI Designer

Highly motivated professional with strong experience and a wide skills set in the field of design and development of complex and engaging digital solutions with a great emphasis on usability.

As Senior UX/UI Designer I had the possibility to work on a variety of projects such as **marketing websites, custom tailored e-commerce solutions, dedicated IoT apps and complex web based products.**

Some companies I worked for: **HSBC, SAP, SONY, V&A Museum, Madison Square Garden, SYCO Entertainment, Diageo, Unilever, Cadbury, EA** and many others.

## Key Skills

- Extensive knowledge of the latest best practices in **User Experience** and **User Interface Design**
- Confident in leading **User Research, Stakeholders Interviews** and **design presentations** to facilitate **business decisions**
- Excellent creative process through **design thinking: sketching, wire-framing, pixel perfect UI design, design system creation** and **rapid prototyping** for early testing and iteration
- High degree of competence working alone or in an **Agile team** and communicating ideas with a close attention to details
- Proven ability in **user centred UX & UI** on **large scale commercial projects**
- Advanced knowledge of **Front End development**
- Confident in working on **complex digital transformation's projects** and teams with Agile methodology

## Software Literacy

- Excellent skills using software such as **Figma, Adobe XD** and **Adobe Creative Suite** to generate assets such as **wireframes, final designs** and **interactive prototypes** as well as hands overs to the developers
- Extensive knowledge of **Drupal** and the **theming layer** on multi-language, multi site installations
- Commercial experience with **HTML5, CSS3 (sass/less), JS**, design systems such as **Material Design, Semantic, Bootstrap** and **Lightning Design System (Salesforce)**
- Proficient in working with dev tools such as **node.js, npm, .Git, AWS**

## Professional Experience

### September 2018 to Present - UX Lead at Bookboon.com

Bookboon is the world's largest eBook publisher. As **UX Lead** my job is to design, maintain and improve our **B2B and B2C products**. This is usually accomplished inside an Agile framework, involving C-level management and other stakeholders into **workshops for ideas creation**, followed by **users research** and KPI defined through **hypothesis** and **data definition/collections**. Then, the **design phase** follows an **iterative process** of **wireframes creation**, **UI design**, **prototyping** and **testing**. During **implementation** (using React as weapon of choice), my task is then to work closely with the developers **providing support** and **documentation** through **sprint cycles of 2 weeks**. This process has helped the company to grow from **30 to 115 employees** in **the past three years**, winning customers such as **SONY, SAP, NHS, Astra Zeneca** and many others.

### March 2018 to June 2018 - Senior UX/UI Designer at PPL/PRS (Contractor)

After merging together, PPL and PRS, needed a world class licensing experience for their **B2B "Buy a Licence"** online project. Having previously worked with PPL, I was introduced to the new project and **helped in designing the business' vision**. The steps involved in the process included, **discovery phase**, **user data research**, **personas** and **empathy map creation**, **early prototypes** creation and iteration, **wireframes design** presented to the stakeholders, **guideline** and **pattern design** creation. All in accordance to **Salesforce lightning design** system principles and PPL/PRS branding design guidelines.

### May 2017 to December 2017 - Senior UX/UI Designer at PPL (Contractor)

As **Senior Designer** I was in charge of the design of the **UX and UI** for the **Register Repertoire project**, a heavy data **B2C and B2B** piece of software with many innovative features. My tasks included **user research**, **stakeholders interviews**, **weekly UX reviews** while working alongside business analysts, developers and technical architects to facilitate the development through **Agile methodology**.

### May 2012 to April 2017 - Web Manager of JOON Ltd

As a web manager, my tasks included the organisation, management and production of various web projects. I **designed** and created **several marketing and e-commerce websites** for clients including **Sony Music, V&A Museum, the Ghostbusters Movie, New York Knicks, New York's Rangers, Earlsford Capital, and Barnaby Barford**. I also **designed UX/UI** for **IoT web apps** and **developed the products' prototypes** for user testing.

### July 2009 to May 2012 - Web Designer and Front End Developer at Sony Music Entertainment

As a **web designer, and developer**, my job was to design and develop **European Artist's websites using Drupal**. My main task was to **design and develop the websites**, from **PSD to the final deployment**. Other tasks comprehend the creation of heavily customised interface, javascript development and project maintenance collaborating with European territories and Sony U.S. headquarters. Some artists I've worked for: **Michael Jackson, Joe Cocker, Jimi Hendrix, Calvin Harris** and many more.

## **March 2008 June 2009 - Web Designer at Digital People**

As a **web designer** my task was to work in a team **alongside the web developer and the creative director** to create functional wireframes and engaging layouts for global brands such as **Unilever, Orange, Bauer Media, Cadbury, GSK** and **EA**. My tasks included **idea generation, wire framing, creating mock-ups** as well as many other processes needed for translating **an original concept into a working website**. Using **Drupal CMS** as a main frame, I created interactive content such as **Flash animation, Video editing and encoding for online streaming technologies, XML editing and Fusion Charts creation**. Other projects consisted of producing print and offline material.

## **Education**

**2004 – 2006** 2 year further study equivalent to MA in Communication Design, Institute Superiore d'Arte e Design (ISIA) Faenza, Italy

**2003** Erasmus Socrates Exchange Programme to University of Plymouth, Exeter, England.

**1998 – 2004** Equivalent to BA(Hons) Industrial Design, ISIA, Faenza, Italy

**1996 – 1998** Certificate School of Illustration and Communications, Tommaso Minardi, Faenza, Italy.

**1992 – 1998** Diploma, Scientific School, Faenza, Italy.