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-  Giulia Pedersini

HI

I'm a 24 years old passionate about design, psychology and communication. I like to be in the loop in these fields, for this reason I usually start my day with a Medium article and I truly believe that website like Product Hunt or Lapa Ninja are one of the best ways to spend Saturday afternoon!

Thanks to the research carried out for my master thesis (about women in UX Design) I've gotten closer to this topic and I had the chance to know more about different communities like Women that UX, now also present in Milan! I'm enthusiastic that Italy is opening to web design and I try not to miss an event about UX, Information Architecture, microcopy ecc..

I'm interested in writing in all its shapes: I enjoy to write shuffled thoughts in my secret diary but also communicative texts that can be appreciated and understood from different users.

When I don't think about all of this, I like to spend my free time practicing yoga and baking cakes. I live with my sister and we never lose a chance to invite people over to enjoy dinners all together and have fun, I love it!

My last favorite design books:

- 100 things that every designer needs to know about people by Susan Weinschenk
- User Experience Design by Debora Bottà

EDUCATION

Master in Theory and Technology of Communication

Milano Bicocca University
2017-2019

Bachelors in Psychosocial Sciences of Communication

Milano Bicocca University
2014-2017

SKILLS

Figma	Adobe XD
InDesign	Photoshop
HTML/ CSS	Bootstrap

English

Spanish

EXPERIENCE

Campaign Manager

EXPANDI GROUP
www.expandigroup.com

I handle the digital activities of the campaigns: set up, DEM and Landing Pages development, tracking and final reports on results. For some partners I also design DEMs and LPs, banners for Google Display activities and social contents to be used in Paid Media campaigns. In these cases I deal with both copies and graphics.

July 2019- today

Web Designer

FISIOMILANO
www.fisiomilano.it

Restyling of the website and management of the social pages of a physiotherapy office. I mainly managed the revision of the information architecture and the activities related to sketches, wireframes and mockups. Made with Adobe XD.

2019

Journalist

NETWEEK GRUPPO DMAIL GROUP
www.lasettimanadisaronno.it

I worked for the weekly magazine "La Settimana di Saronno" writing articles about news, culture and local politics.

2015 - 2018

Communication Internship

ROSPINTO COMMUNICATION AGENCY
NEROSPINTO ONLINE MAGAZINE
www.rosaspinto.it / www.nerospinto.it

2016 - 2017



Volunteer in Bristol (UK)

July and August 2018

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www.giulipedersini.com