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 Giulia Pedersini

HI

I am a young ux designer who likes to be in the loop of **design, psychology and communication**. I work in the world of ecommerce and it is fascinating me more and more. I space from the more creative side to the more technical side, a mix that is always compelling.

UX has always been a passion as well as a job, so I have fun in different **personal projects**. They entertain me and make me discover what it is like to work in many different circumstances.

When I don't think about all of this, I like to spend my free time practicing yoga, playing tennis and going on the top of the mountains. 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
- Sapiens by Yuval Noah Harari

EDUCATION

Course in User Behavior Analysis

One-to-one course with expert Lorenzo Pinna
June 2022 - today

Master in Theory and Technology of Communication

Milano Bicocca University
2017-2019

Bachelor's in Psychosocial Sciences of Communication

Milano Bicocca University
2014-2017

SKILLS

Figma	Adobe XD
Illustrator	Photoshop
Html/ CSS	Bootstrap
Shopify	Magento
SendinBlue	Mailchimp

English

Spanish

EXPERIENCE

Web Designer

MY SECRET CASE
www.mysecretcase.com

- I design and manage new features to be included in the user journey.
- I take care of all the apps used on the ecommerce: feature analysis, set up, graphic customization.
- I design DEMs, LPs, notification emails and develop the templates.
- I run a/b tests on interface elements and pricing with Google optimize, Analytics and specific apps.
- I design content elements: banner, widget, pushbar, packaging etc.

October 2020 - today

Campaign Manager

EXPANDI GROUP
www.expandigroup.com

I handle the digital activities of the campaigns of big HiTech companies: set up, DEMs 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.

July 2019 - October 2020

Web Designer Freelance

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



Volunteer in Bristol (UK)

July and August 2018

EXPLORE MY PORTFOLIO AT

www.giulipedersini.com