PORTFOLIO

PAOLA AMBROSECCHIA

Manager, CX/UX Design

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Hi, I Am Paola Ambrosecchia

With 25+ years of experience shaping design strategies in complex B2B and B2C environments, I lead UX and Research, fostering collaboration across product and technology to deliver measurable business impact while aligning design, accessibility, and business goals.

Let’s connect to discuss UX, design or potential collaborations!



SKILLS

- DesignOps
- UX Strategy
- Vision Setting
- Cross-functional Collaboration
- User Research
- Journey Mapping
- Prototyping
- Workshop Facilitation
- Coaching
- Storytelling
- Empathy

TOOLS & TECHNOLOGIES

- Figma
- Miro
- Great Questions & Maze
- Hotjar & Clarity & Pendo
- Asana
- Jira & DevOps
- Confluence
- Microsoft Teams
- ChatGPT & Copilot
- Procreate on iPad
  – for visual storytelling

My Career

+25 YEARS OF EXPERIENCE

1991 / 1995	1996 / 1999	2000 / 2007	2008 / 2014	2015 / 2017		2018 / 2020	2021 / 2023	2023 / Today
	PRODUCT DESIGNER Italian Video Games Design Studio	**SR UI DESIGNER / GRAPHIC DESIGNER** Italian Communication Agency.	**PRODUCT DESIGNER** International Casino & Betting Design Studio	**SR UI / GRAPHIC DESIGNER** Freelance	**CREATIVE DIRECTOR** International Real Estate & Investment Company	**SR UX / UI DESIGNER** Medically Certified Wearable Health Monitoring Devices	**SR UX / UI DESIGNER** Italian Consulting Firm	**UX MANAGER** International B2B Software Solutions

NATIONAL DIPLOMA OF ART DESIGNER

DESIGN COURSES: @Interaction Design Foundation
@LinkedIn Learning & Lynda - @Corporate Training (Next Level Leadership - Agid Accessibility - GenAI Catalyst)
Certified in: UX Management, Accessibility, AI for Designers, Research & Method, Design Thinking.

ENGLISH COURSES: @GoFluent @Fluentify.com @Intensive Business English. Weekly one to one session with a native tutors and weekly sessions in class.

PRODUCTS & PROJECTS

- Wesites
- SaaS Platforms
- Games
- Apps
- Wearable Device

PEOPLE AROUND ME

- Product Owners
- Biomedical Engineers
- Marketers
- Ceo and Cto
- Developers
- Creatives
- UX/UI Designers
- UX Writers
- Users and Customers
- Director & VP

INDUSTRIES

- Real estate
- Gaming & Gambling
- Healthcare
- Telco
- Tax & Account
- Tech
- Publishing
- Energy
- Manufacturing
- Sportswear
- Food
- Travel
- Beauty
- Kids
- Publishing

Process

HOW TO WORK EVERY DAY

What I’ll present

👉 My UX process a clear, results-driven framework.

👉 Case studies demonstrating tangible UX impact.



PORTFOLIO

CASE STUDIES

5-8 **Wolters Kluwer**
UX LEADERSHIP IN AN INTERNATIONAL ENVIRONMENT

9-12 **WindTre**
UX LEADERSHIP & DESIGN SYSTEM ADVOCACY

13-16 **Coreview**
INTRODUCING UX INTO A TECH-ONLY ENVIRONMENT

17-20 **AIRC**
FACILITATING COMMUNICATION BETWEEN CLIENTS AND DEVELOPMENT TEAMS

21-25 **L.I.F.E.**
UX FOR PHYSIOLOGICAL DATA RESEARCH & COLLECTION

25-28 **La Balena Pancia Piena**
INCLUSIVE & NARRATIVE DESIGN FOR CHILDHOOD

29-39 **Other Projects**

WOLTERS KLUWER

(2023-TODAY)
B2B SOFTWARE SOLUTIONS

🗂️ Context

Wolters Kluwer builds digital solutions for the tax, accounting, and legal sectors. In 2023, I launched an **Italian design team**, connected to the global WK design community.

🎯 Challenge

As the UX Manager, I introduced a structured UX approach within a tech-centric environment. **Collaborating with the research and design division**, I'm establishing a foundation rooted in user listening and prototype validation.



WOLTERS KLUWER

(2023-TODAY)
B2B SOFTWARE SOLUTIONS

🛠️ Approccio

We adopted lean methodologies and iterative processes.
I lead **co-design workshops** involving analysts, developers, and product owners.

Improve collaboration within **cross-functional teams** (design, product, development).

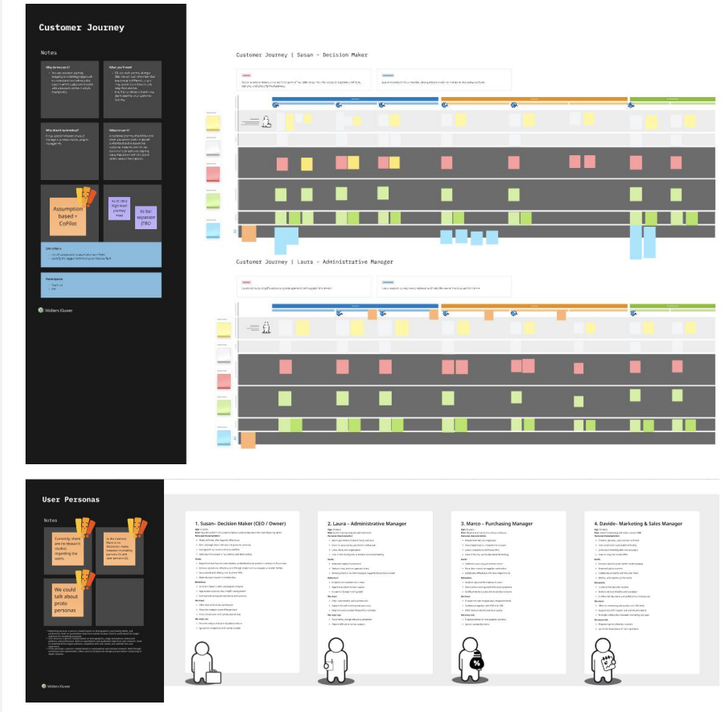
Co-design workshop (in person)



Workshop: Exploration & Framing
Focused on defining the project's core hypothesis, shared vision, and strategic direction using real user insights and systems thinking setting the stage for future validation.

Workshop: Concept & Validation
Turned insights into action by creating the Lean Canvas, storyboard, and research plan, leading to the development of an AI-driven prototype for testing and validation.

Facilitation activities (online)



Lean Canvas tools
To improve online collaboration and alignment across departments, we use tools like Lean Canvas, Customer Journeys, Personas, and Service Blueprints.

We're introducing these frameworks in Italy, leveraging our international design community to share knowledge, co-create templates, and strengthen collaboration.

WOLTERS KLUWER

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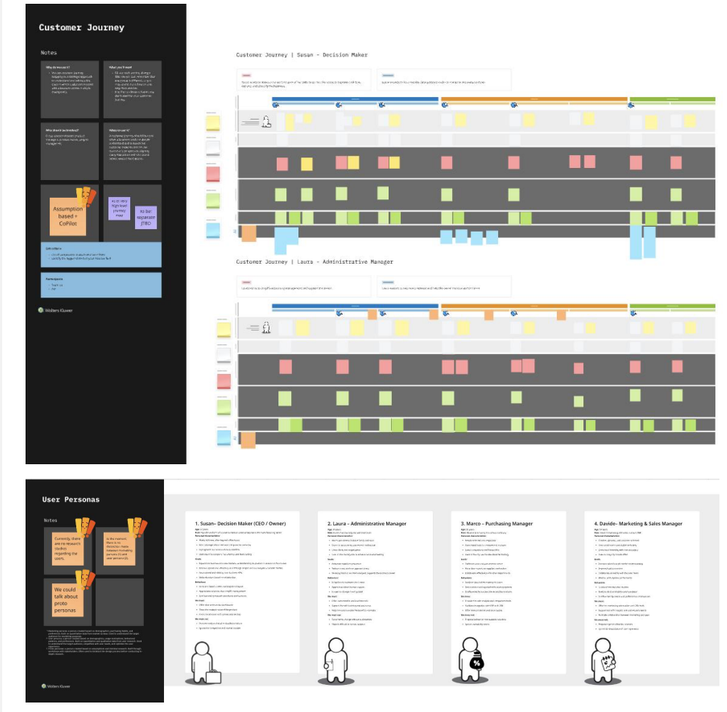
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WOLTERS KLUWER

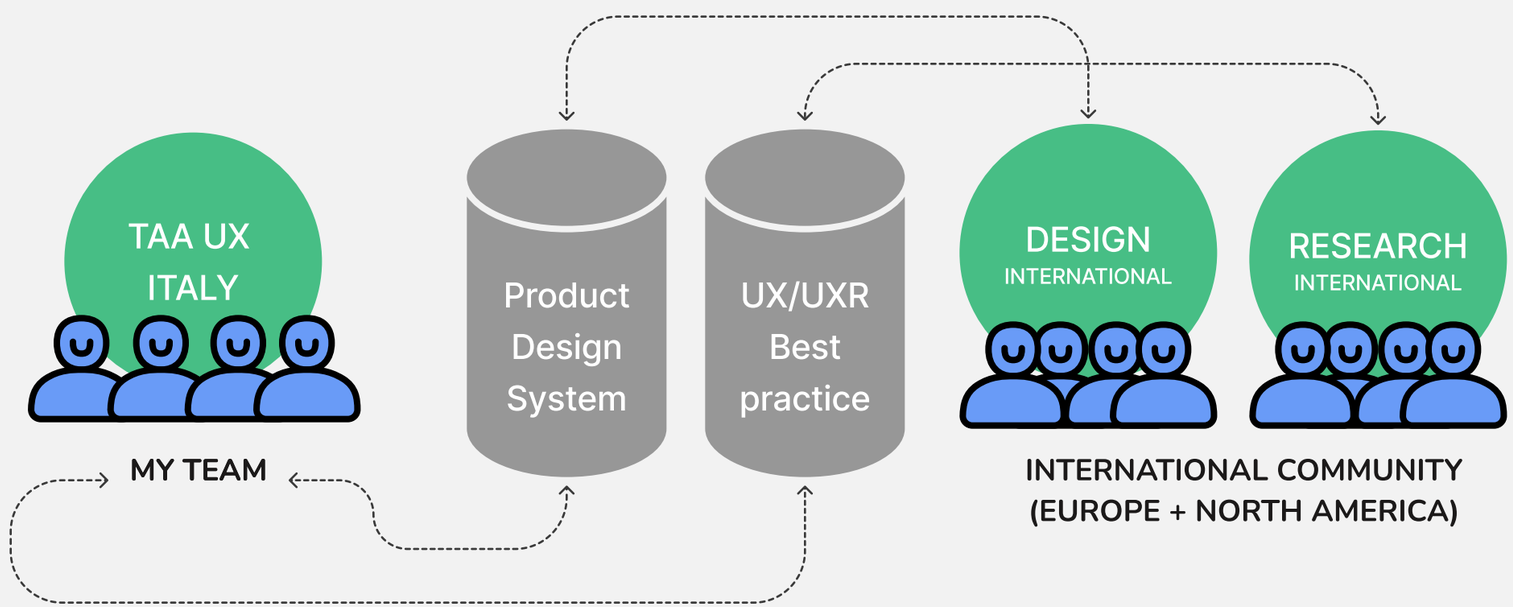
(2023-TODAY)
B2B SOFTWARE SOLUTIONS

🛠️ Approach

My team actively participates in the Wolters Kluwer design community, sharing patterns, case studies, and tools.
We regularly contribute to our **Product Design System** sessions, enriching patterns, **accessibility**, and interaction specifications for Italian products.
We also conduct user **research activities** interviews, surveys, and usability tests to continuously gather insights that inform design decisions and improve the overall user experience.

MY ROLE

As the UX Manager for the Italian UX team, **I lead initiatives to adapt the software to local needs** and optimize the user experience. I **collaborate with the UX/UXR Community** to align with international standards and best practices.



"The person we were missing in our organization. Organised, precise, proactive, knowledgeable, and exceptionally professional. Making a real difference is not for everyone. Thank you, Paola!"
Lara Gaudino, Associate Director Technology, Wolters Kluwer

WOLTERS KLUWER

(2023-TODAY)
B2B SOFTWARE SOLUTIONS

🚀 **Results**

We are working to bring **UX research to Italy** by creating spaces to involve users, validate hypotheses, and measure the experience.

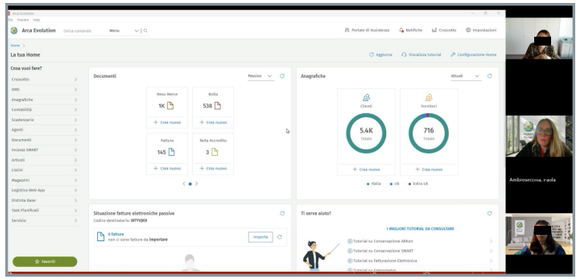
As a manager, I'm advocating for the integration of research practices to help teams see things differently — through evidence and user data.

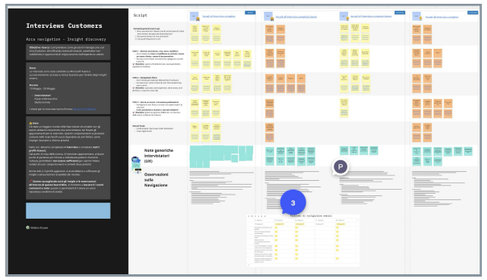
The goal is to align our approach with the **research-driven culture** already established in Europe and the US.

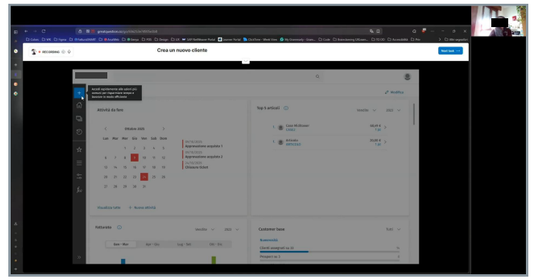
UX Research Case Study

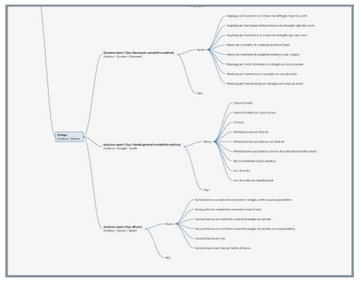
Research goals:
Understand how users interact with our software, uncovering pain points and opportunities.
Methods
A mixed-method, combining qualitative and quantitative techniques to ensure both depth and validation.

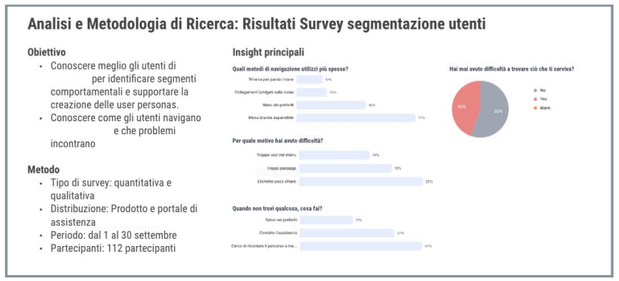
- Internal interviews to align objectives, constraints, and technical feasibility.
- Site map analysis and redesign to clarify the product's information architecture.
- 11 qualitative interviews with end users and resellers to identify behavioral patterns.
- User segmentation survey to validate key functional priorities.
- Competitor analysis (direct and indirect)
- Unmoderated usability tests to measure task completion and execution times.

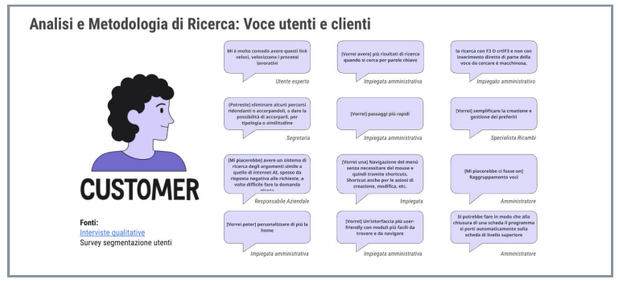












WINDTRE

@SPINDOX (2022-2023)
ITALIAN CONSULTING FIRM

🗂️ Context

WindTre is a telecom operator with a complex digital ecosystem (apps and web portals). I was brought in as a Senior UX Designer with a **coordination role** to support the internal design, development, and product teams.

🎯 Challenge

The goal was twofold: **strengthen internal skills** and encourage the adoption of a **Design System**, in a context where UX was not yet fully integrated into existing processes.



WINDTRE

@SPINDOX (2022-2023)
ITALIAN CONSULTING FIRM

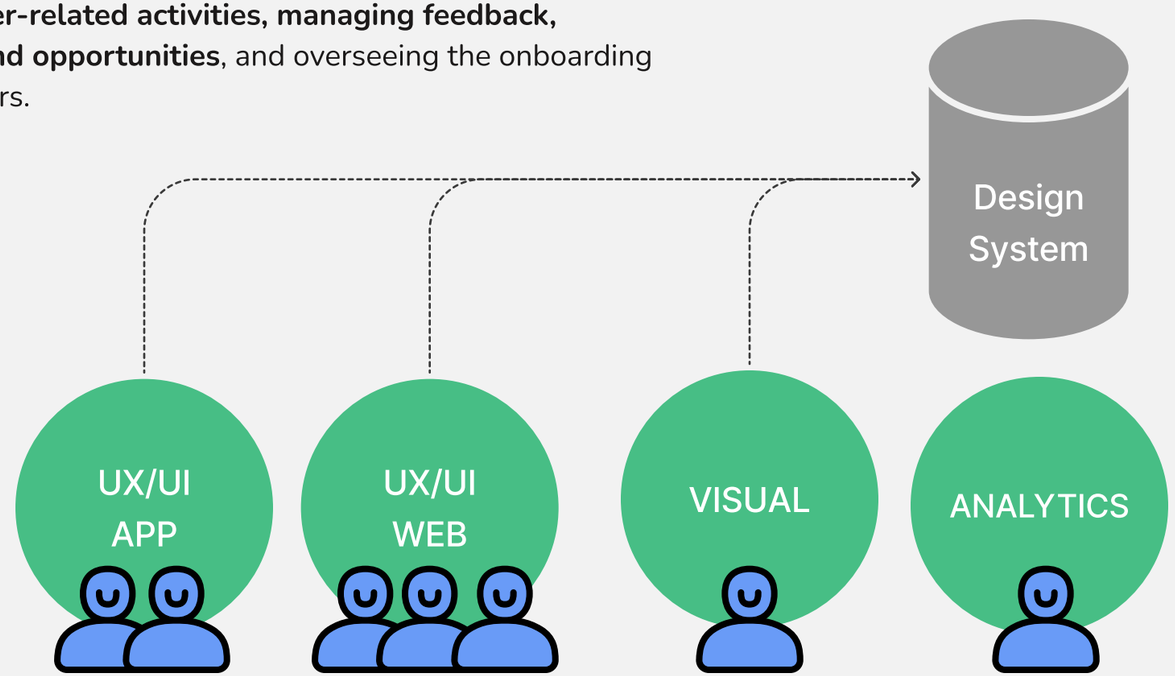
🛠️ **Approach**
Mentoring and **coordination** of the design team.

Use of collaborative tools (Figma, Miro) to create shared **workflows**.

Support in defining and documenting **Design System components** to assist development teams.

MY ROLE

I served as the point of reference for the web touchpoint, **supporting the team in customer-related activities, managing feedback, identifying issues and opportunities**, and overseeing the onboarding of new team members.



CONSULTING TEAM ASSIGNED TO THE CLIENT (WINDTRE)

WINDTRE

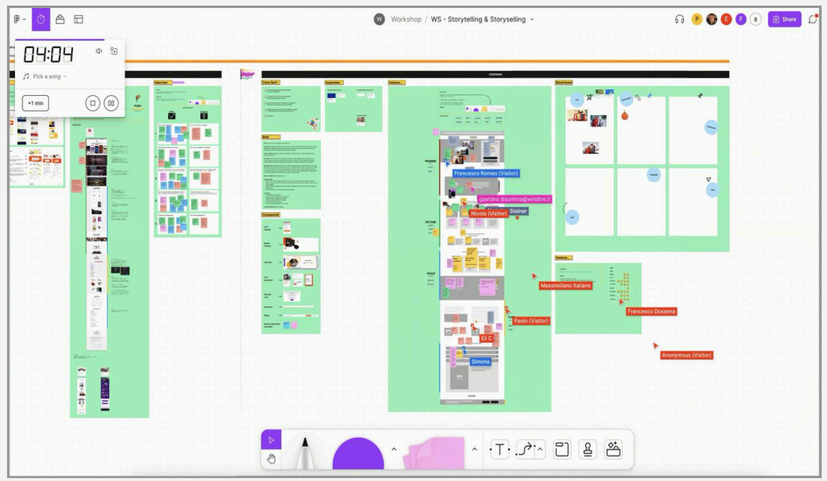
@SPINDOX (2022-2023)
ITALIAN CONSULTING FIRM

🛠️ **Approach**
Facilitation of **two co-design workshops** to foster collaboration between product, development, and UX teams.

1. Analysis of internal team challenges and **use of storytelling to design web pages** that effectively communicate the product to users.

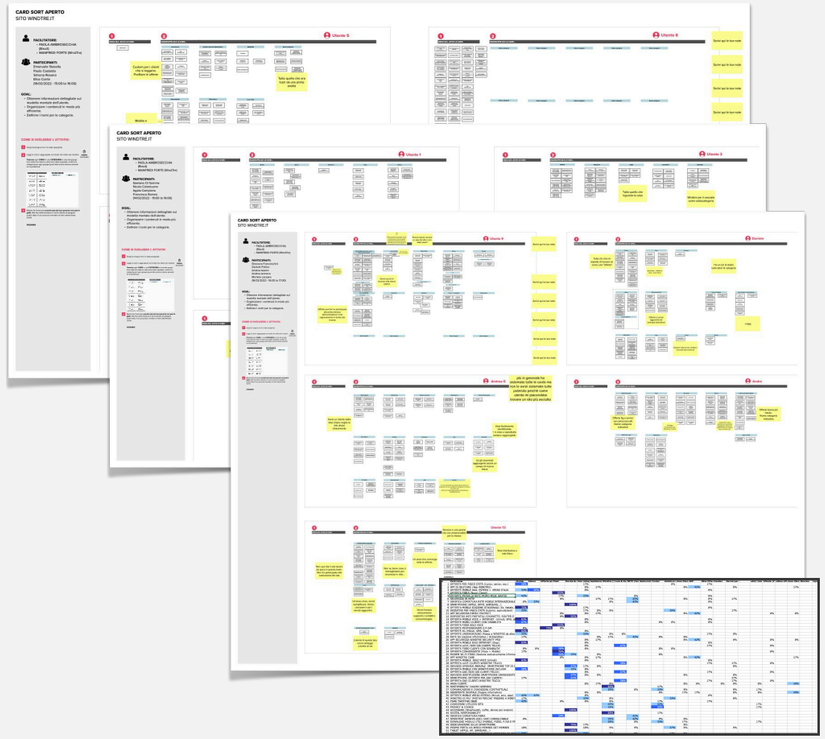
2. Content structure analysis through **open card sorting sessions**, allowing users to freely create and name categories.

1. Workshop Storytelling & Storyselling



Results:
- Definition of competitors.
- Presentation of storytelling techniques.
- Identification of team pain points and design of a training roadmap.
- Co-design of a page template.

2. Open Card sorting



Results:
- Identified issues in content categorization.
- Collected qualitative insights to support data-driven decisions.
- Created a tailored, practical tool.

Limitations:
- Internal sample (potential bias).
- Manual activity, not real-time, and prone to errors.

WINDTRE

@SPINDOX (2022-2023)
ITALIAN CONSULTING FIRM

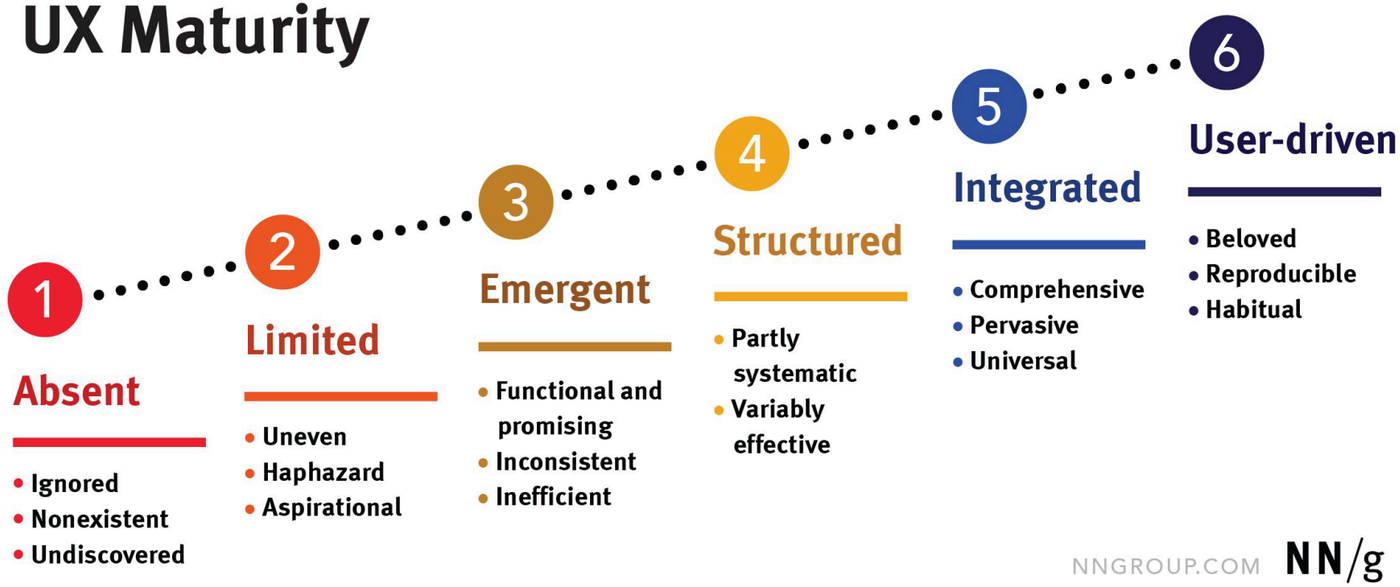
🚀 **Results**

Increased UX maturity within the team (measured through initial and final qualitative audits).

Adoption of the Design System, including new components and shared guidelines.

The team progressed from level 2 to level 3 in the internal evaluation scale, based on adopted **practices**, shared **tools**, and **design autonomy**.

"Paola has built an excellent relationship with the client's stakeholders and enjoys full trust from them. She have created good exchange and sharing dynamics within the Spindox group that works for WindTre." ***Andrea Car Tribe Lead Spindox***



Aspetto	Prima	Dopo
Design critico condiviso	❌ mai fatto	✅ mensile
Componenti usati da DS	30%	85%
Workshop facilitati da UX	0	6 in 3 mesi
Designer coinvolti a inizio progetto	solo su richiesta	sempre inclusi

COREVIEW

@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

🗂️ Context

CoreView is a complex **SaaS platform** designed for IT teams and Microsoft 365 administrators, operating in a highly technical, international, and multidisciplinary environment aimed at **expert users**.

🎯 Challenge

My consulting firm assigned me to this client to **improve the user experience** of both existing and in-development features, with the goal of establishing a replicable and **scalable internal UX process**.



COREVIEW

@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

🛠️ **Approach**
Analysis of existing **user flows** and redefinition of key interactions.

Collaboration with Product Owners and **developers** to align user goals with technical requirements.

“Paola has the talent to bring the most value out of the context she works with. Within CoreView we have brought forward a difficult project not only to establish a good UX methodology but also to make everyone in the company understand the value you can get from it...”
Andrea Castro Product Owner of Coreview

EMPATHISE

Stakeholder interviews
Competitor Analysis
UX Research

DEFINE

Data analysis
Concept & Specifications

IDEATE

Brain storming
Ideas
Personas
User Journey
Information Architecture

PROTOTYPE

Wireframing
Low fi / Hi fi Prototyping

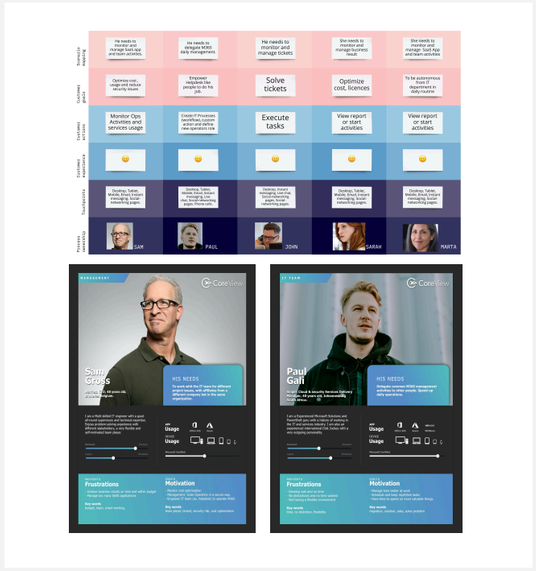
TEST

User Testing

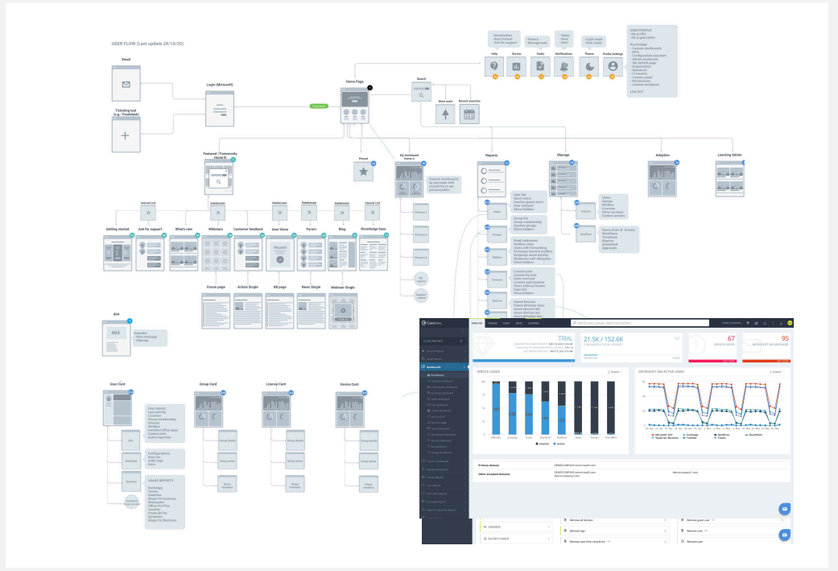
DEVELOPMENT

Design Specs

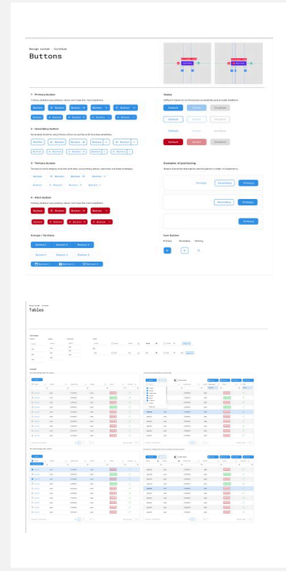
Research and Analysis



Design



Development



COREVIEW

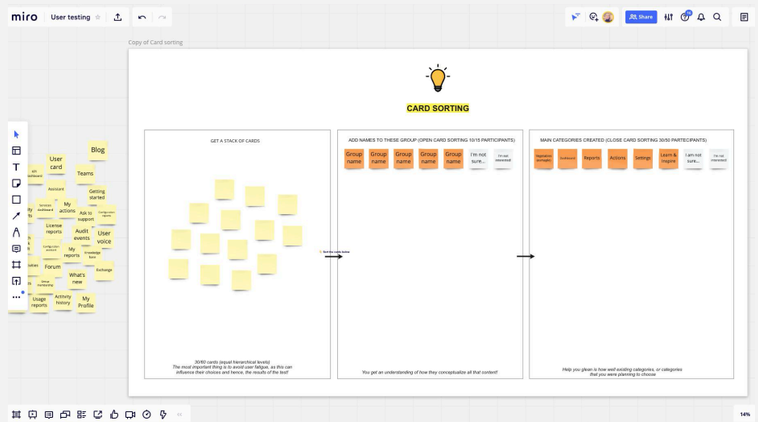
@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

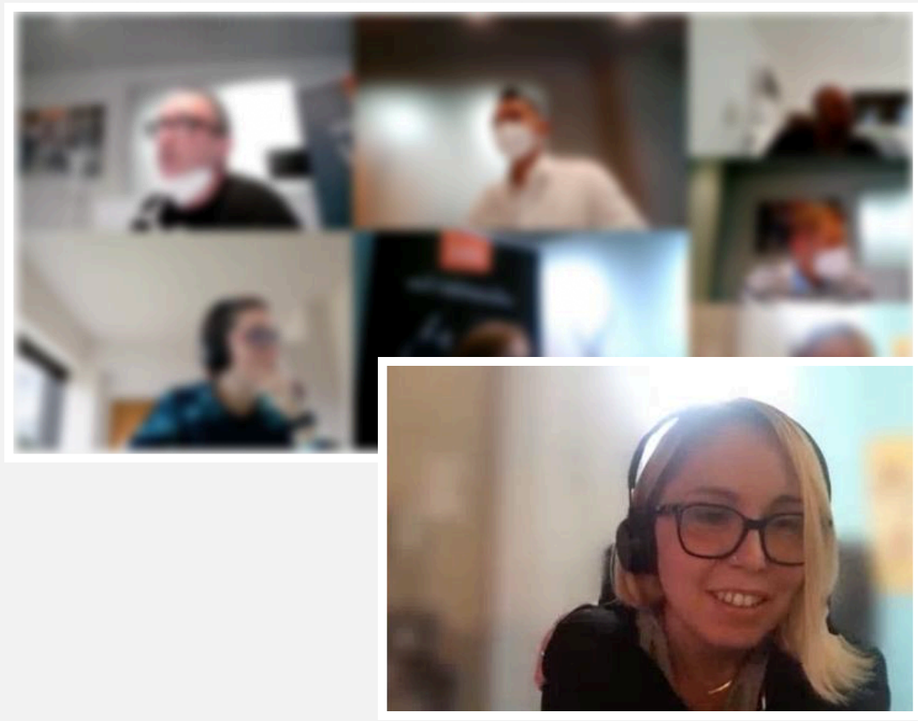
🛠️ Approach

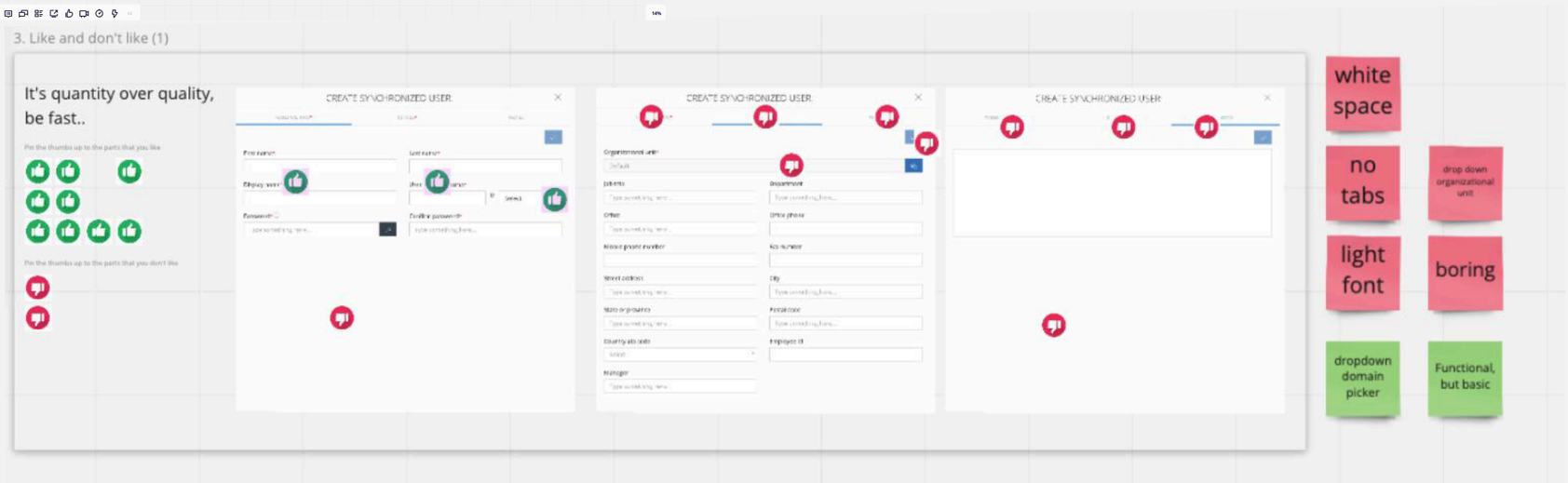
Introduced structured moments for **design critique** and weekly reviews.

Created clear and well-documented **UX deliverables** for **complex flows** (permissions, license management, KPI dashboards).

Coordinated UX activities and mentored junior designers leading interviews, **selecting candidates**, and managing **onboarding** and integration into product teams.







COREVIEW

@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

🚀 **Results**
Adoption of a continuous, traceable, and shared design process.

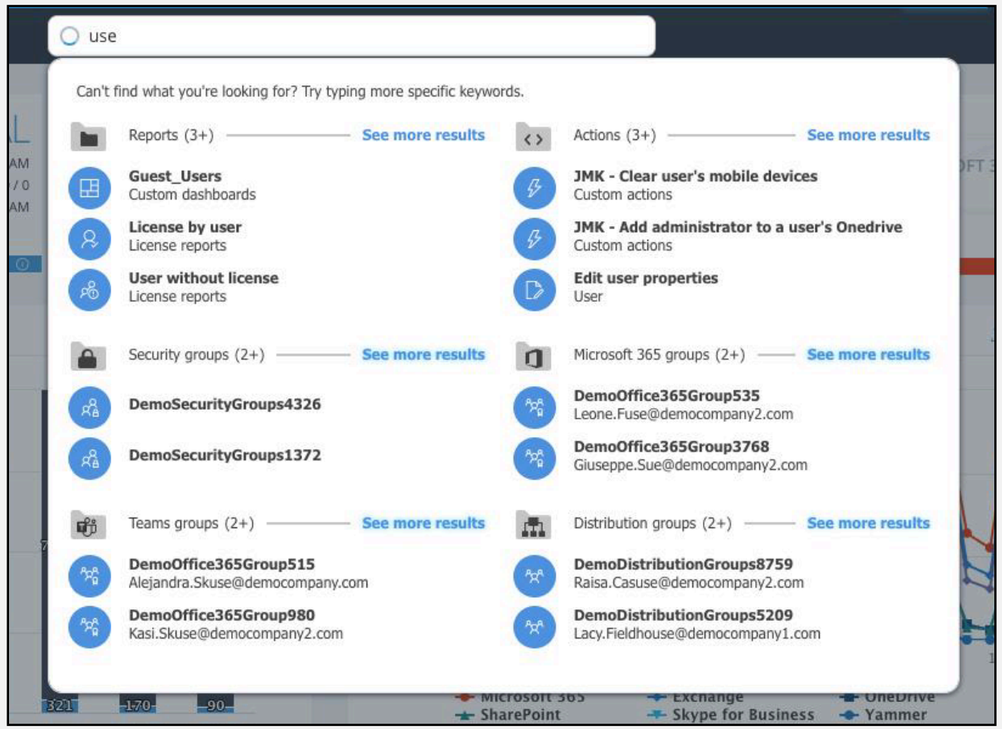
Improved alignment between product, development, and **design through shared rituals and tools** (Figma, Jira, Miro).

Increased interface clarity for complex **flows**, validated through internal demos.

TO NEW FEAUTURE

FROM SCRATCH





Example: I led a strategic redesign of the product search field—enhancing visibility, implementing autocomplete, and optimizing the mobile experience.

+ 40% Bug Fixed
+ 20% Tech Improvements
Have Been Delivered

AIRC

@4WARDPRO (2019-2020)
ITALIAN CONSULTING FIRM

🗂️ Context

AIRC, the Italian Foundation for Cancer Research, engaged my IT consulting firm to **redesign a portal** dedicated to its volunteers.

🎯 Challenge

In this project, **I played a key bridging role between the client and the development team** helping surface the client's needs and translating them into concrete, actionable solutions.



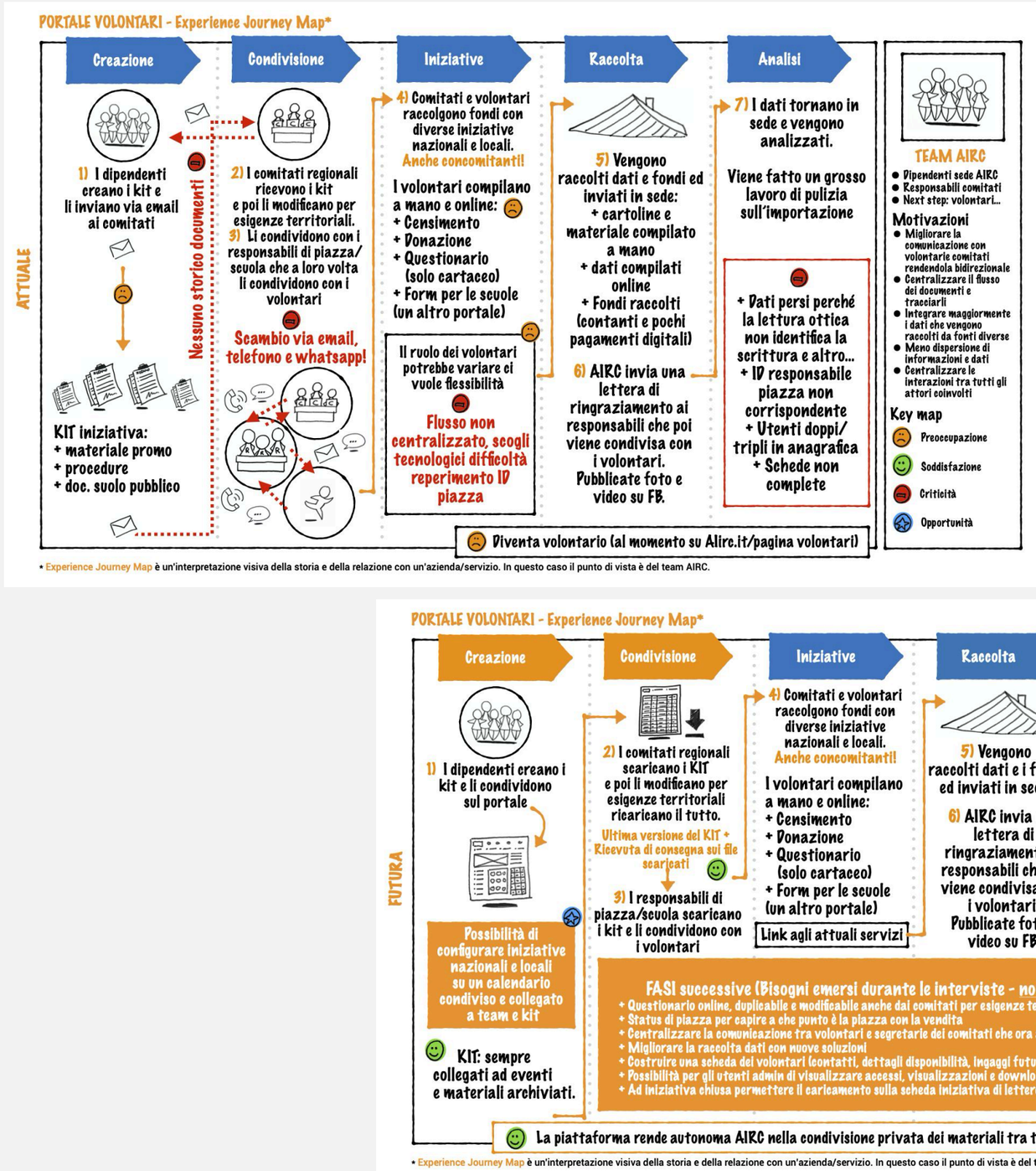
AIRC

@4WARDPRO (2019-2020)
ITALIAN CONSULTING FIRM

🛠️ Approach

Requirements gathering: **understanding the needs** of volunteers.

My **visual approach** proved especially effective in guiding decisions, aligning expectations, and facilitating collaboration among teams with very different backgrounds.



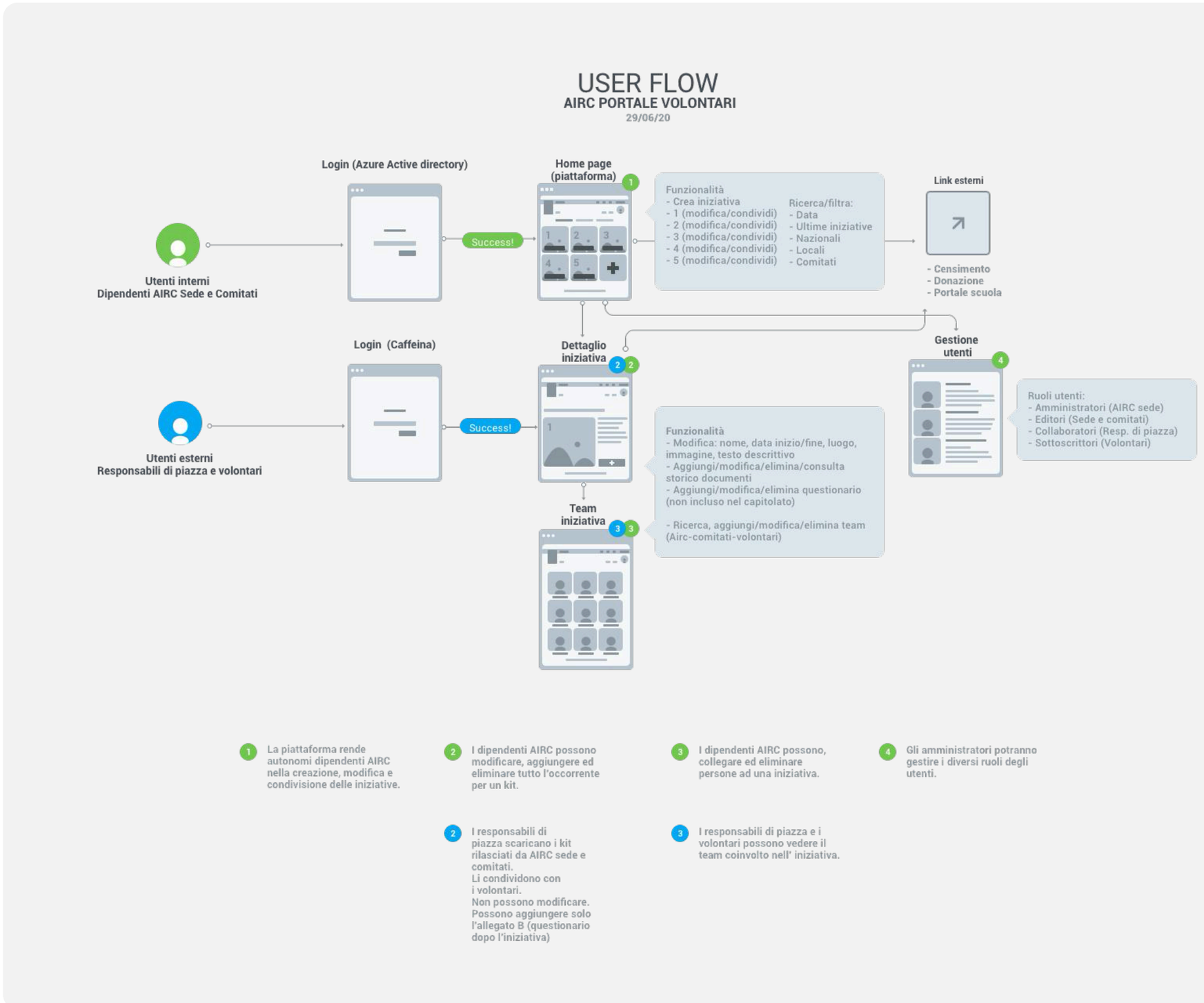
AIRC

@4WARDPRO (2019-2020)
ITALIAN CONSULTING FIRM

🛠️ Approach

Coordinated with non-digital stakeholders by simplifying UX concepts through **visual outputs** such as flows and functional prototypes.

Ensured visual consistency with the AIRC brand by aligning with the **existing design system**.



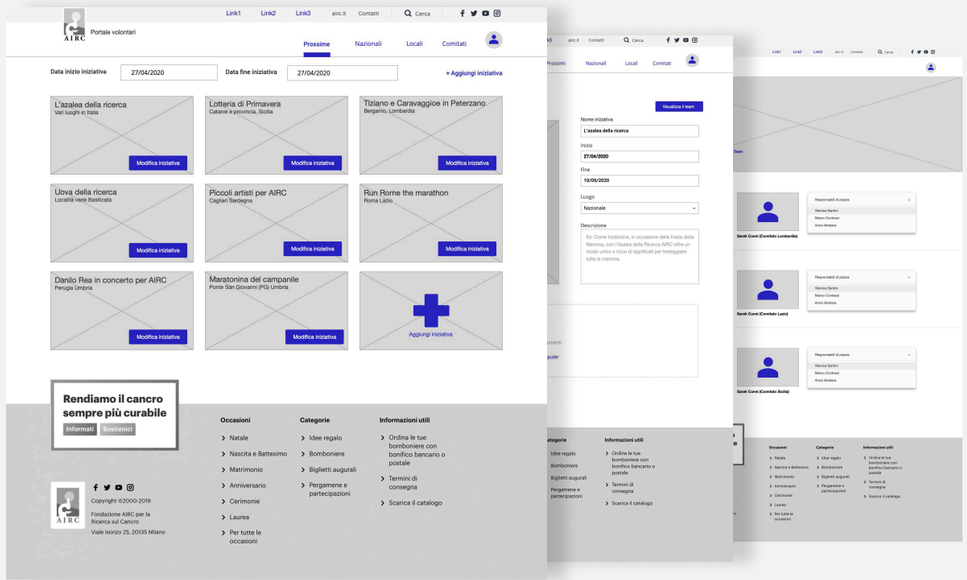
AIRC

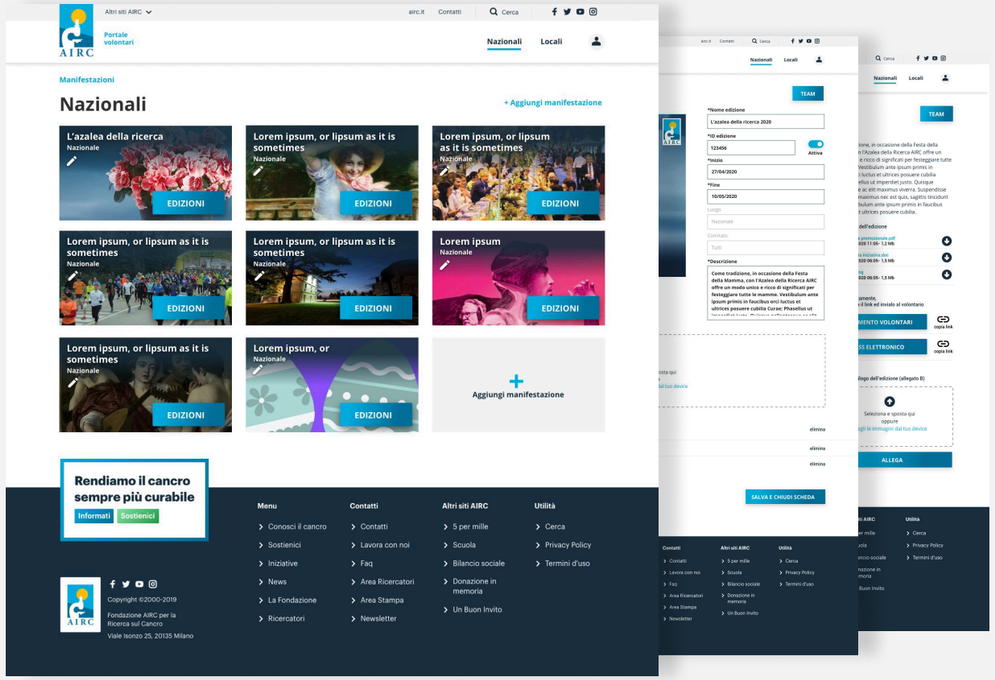
@4WARDPRO (2019-2020)
ITALIAN CONSULTING FIRM

🚀 Results

The website became a practical and accessible tool for AIRC volunteers, **built around their needs** and shaped through an inclusive process.

A project where design played an active role not only in building interfaces, but also in **fostering relationships**.





*"It is often difficult to find the latest kit of documents, the exchange between us is only via email". **Comment from an interviewer***

Usability Techniques
Help Reduce DEV Time
By 33-50%

L.I.F.E.

(2020-2021)
MEDICALLY CERTIFIED
WEARABLE HEALTH
MONITORING DEVICES

🗂️ Context

L.I.F.E. is an innovative start-up in the health-tech and biomedical sector, specializing in the **research and generation of physiological data through wearables**.

🎯 Challenge

My role within the **R&D team** was alongside engineers working on the development of algorithms, a web platform, and a mobile app.



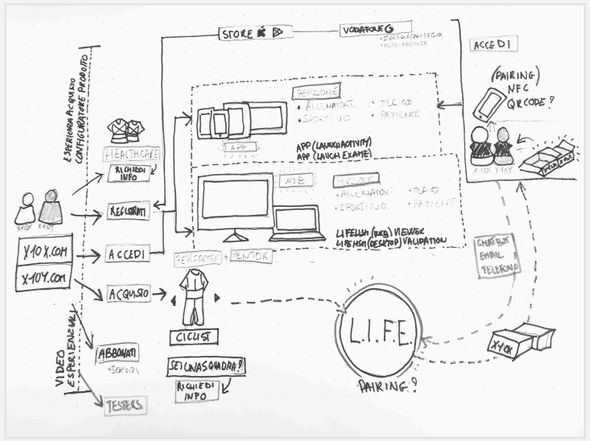
L.I.F.E.

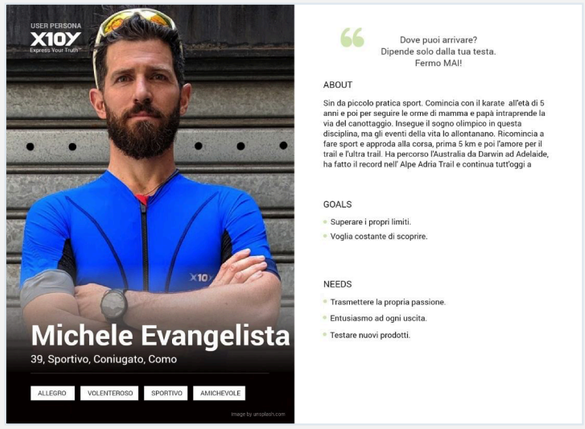
(2020-2021)
MEDICALLY CERTIFIED
WEARABLE HEALTH
MONITORING DEVICES

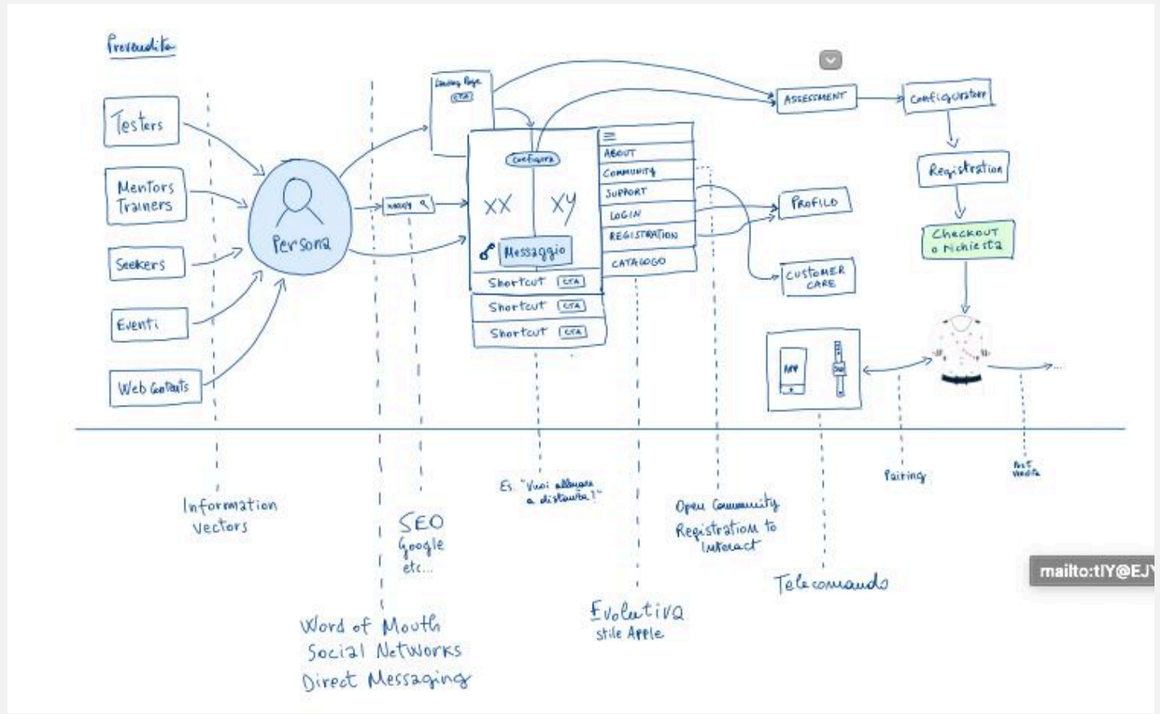
🛠️ Approach

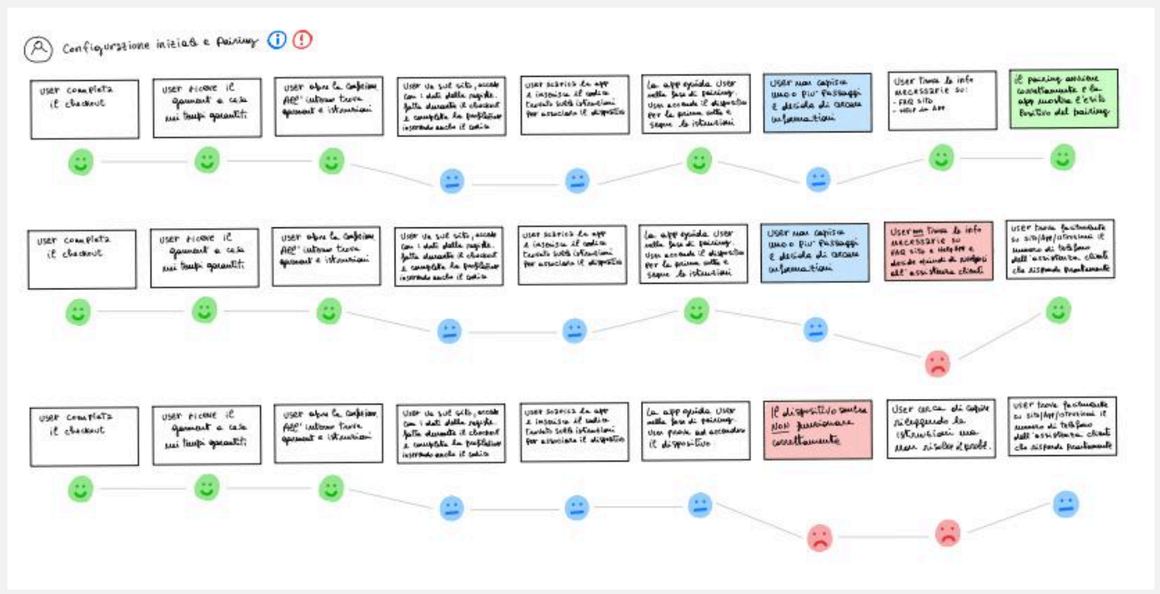
Defined user requirements and usage contexts through **user journeys** and **personas**.

Collaborated closely with the **R&D team** to understand the **flows** of **data collection**, transmission, and **visualization**.









L.I.F.E.

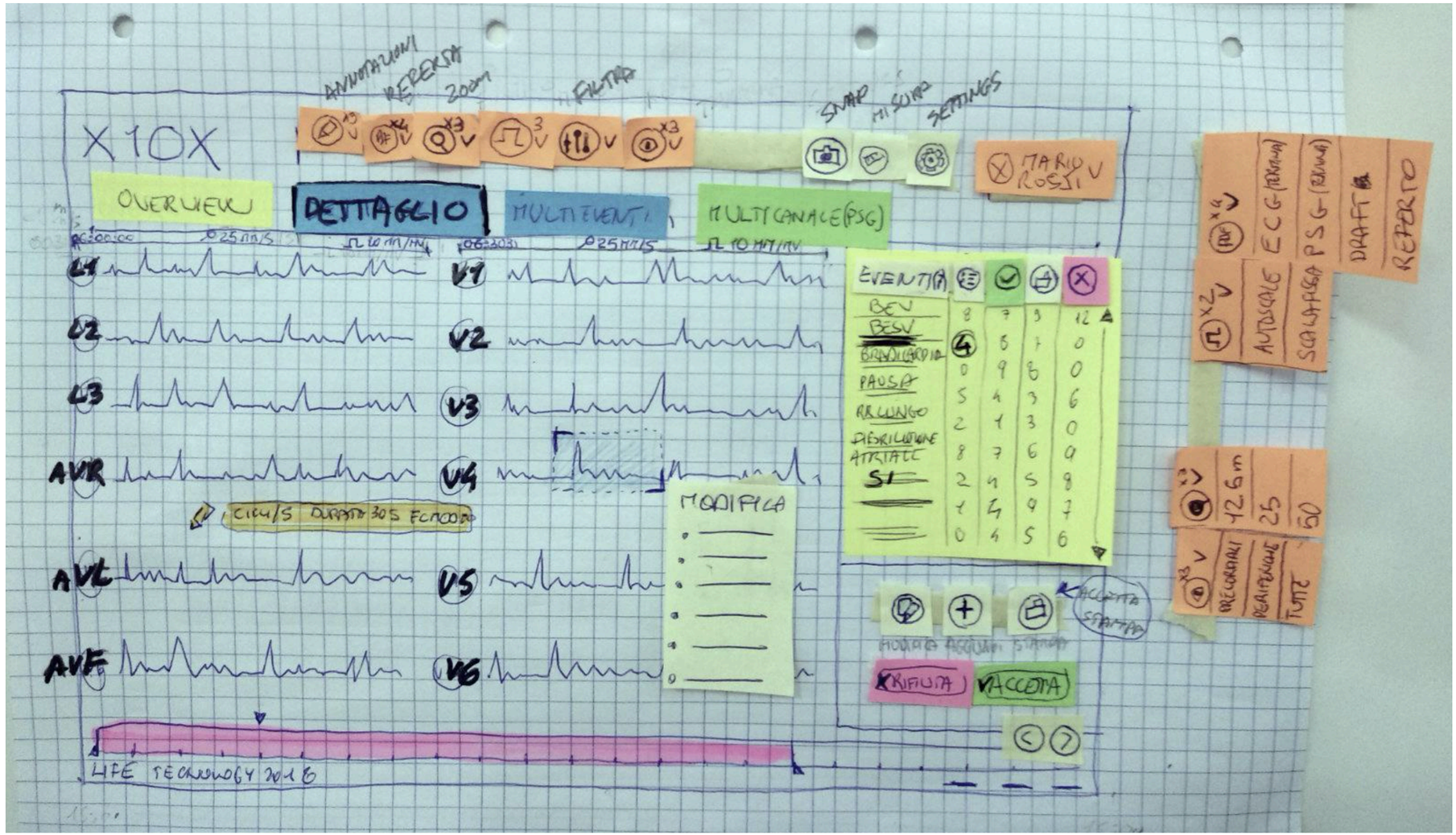
(2020-2021)
MEDICALLY CERTIFIED
WEARABLE HEALTH
MONITORING DEVICES

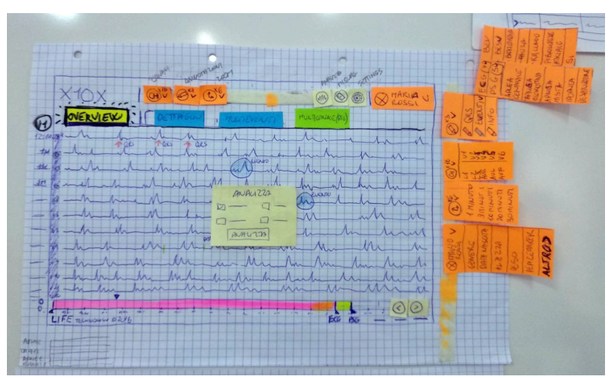
🛠️ Approach

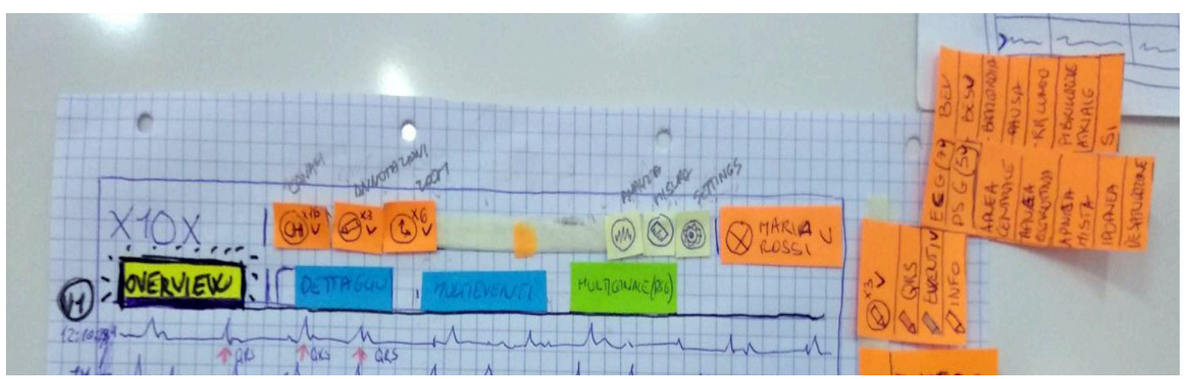
Defined the user experience of the platform and **mobile app** by transforming complex data into usable interfaces.

Throughout the design process, I used **paper prototyping** to engage directly with engineers and medical professionals.

This approach simplified discussions around features and requirements, **clarified technical language**, and enabled faster decision-making.







L.I.F.E.

(2020-2021)
MEDICALLY CERTIFIED
WEARABLE HEALTH
MONITORING DEVICES

🚀 **Results**
Created a modular system for visualizing physiological data.

Elevated the role of UX during the experimentation and advanced prototyping phase.

Supported the start-up in its early stage of product positioning.



BEFORE AFTER

+ 65% User Satisfaction

LA BALENA PANCIA PIENA

(2011 - TODAY)
PERSONAL PROJECT

🗂️ **Context**
I conceived a digital editorial project aimed at creating accessible and engaging stories for all children.

🎯 **Challenge**
Led the **creative direction** and concept development of the project.
Worked as **illustrator**, **visual designer**, and **UX/UI designer** for the website and iPad app, with content available in over 10 languages.



LA BALENA PANCIA PIENA

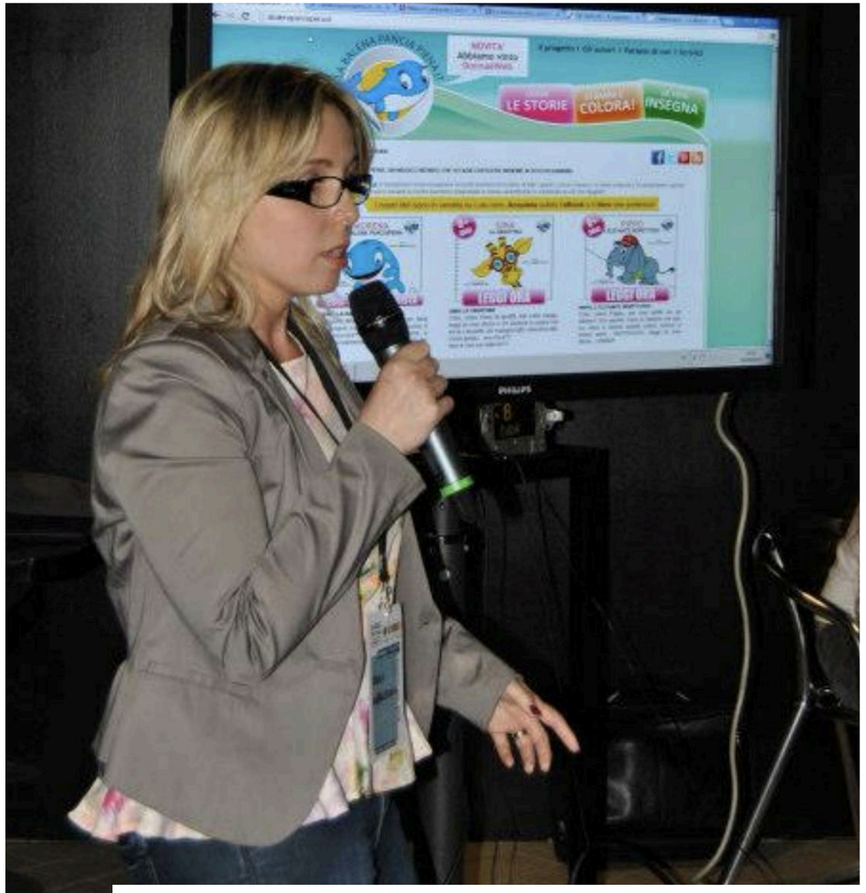
(2011 - TODAY)
PERSONAL PROJECT

🛠️ Approach

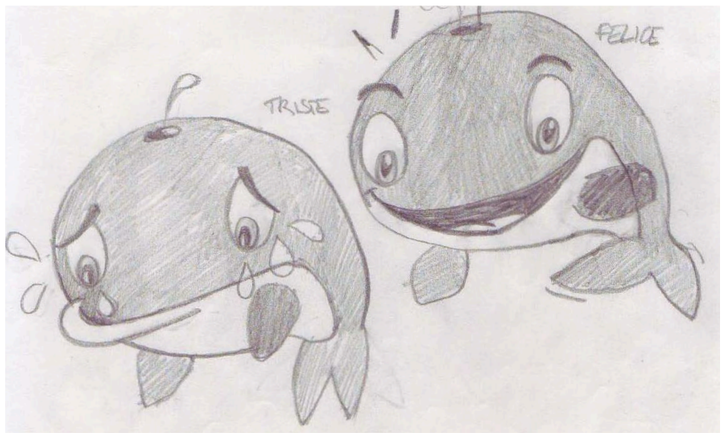
A personal project designed for everyone not as a slogan, but as a design responsibility.

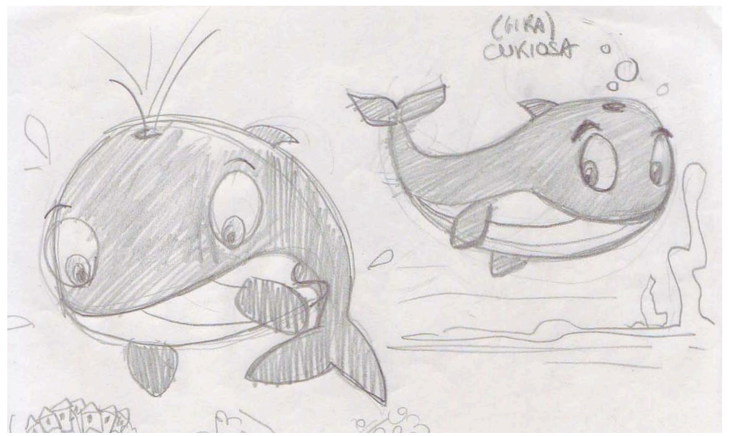
This work combined visual design, UX thinking, storytelling, and accessibility.

It taught me that the most powerful experiences come from deep listening and a genuine commitment to removing every barrier, whether digital or physical.









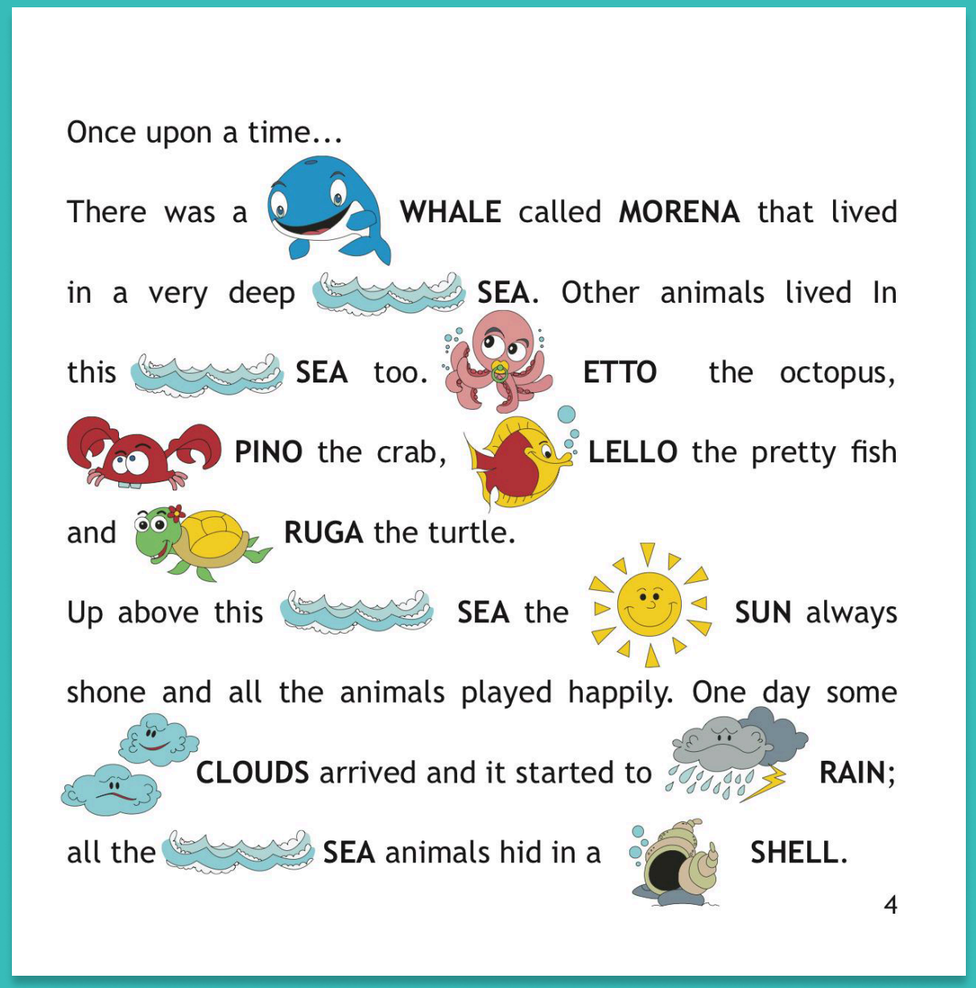
LA BALENA PANCIA PIENA

(2011 - TODAY)
PERSONAL PROJECT

🛠️ **Approach**
Published three free digital books: “Morena the Full-Bellied Whale,” “Pippo the Mischievous Elephant,” and “Gina the Little Giraffe.”

Created **simplified illustrations inspired by the PECS** (Picture Exchange Communication System) method, enabling children with communication difficulties to express themselves through images.




Once upon a time...

There was a **WHALE** called **MORENA** that lived in a very deep **SEA.** Other animals lived In this **SEA** too. **ETTO** the octopus, **PINO** the crab, **LELLO** the pretty fish and **RUGA** the turtle.

Up above this **SEA** the **SUN** always shone and all the animals played happily. One day some **CLOUDS** arrived and it started to **RAIN**; all the **SEA** animals hid in a **SHELL.**

4

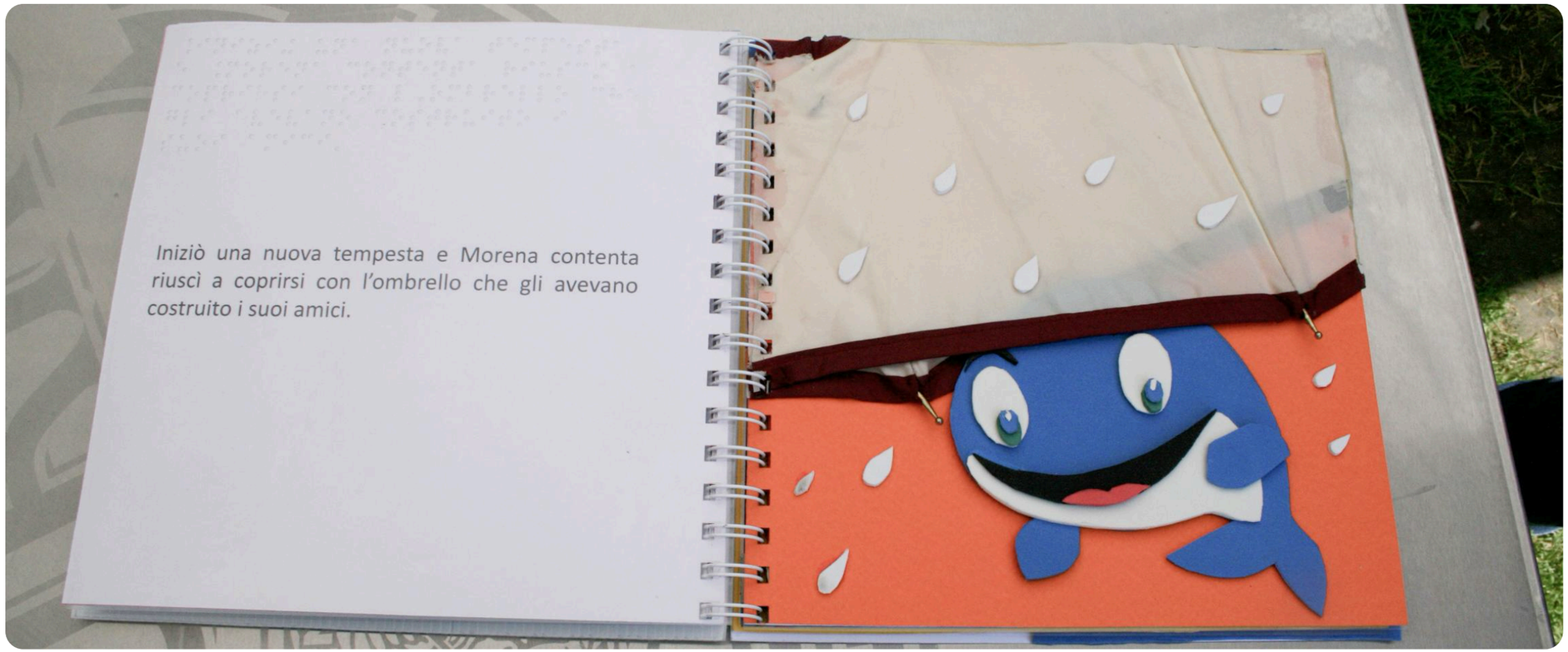
LA BALENA PANCIA PIENA

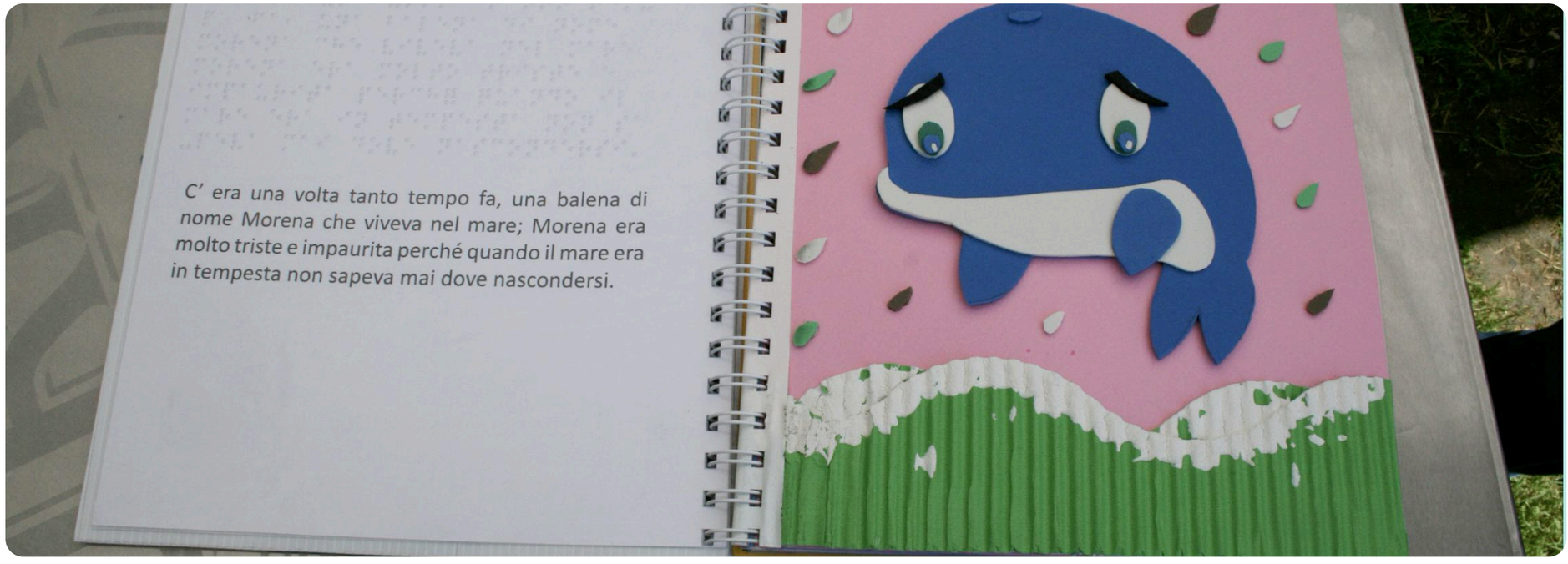
(2011 - TODAY)
PERSONAL PROJECT

🚀 **Results**
The stories were **used by families, parents, and teachers as educational tools**.

The story of Morena was adapted into a **Braille version** and donated to the library of the National Federation of Institutions for the Blind in Rome.

Recognized with awards from Smau and DonnaèWeb.





CASE STUDIES

OTHER PROJECTS

MERK

@NAOS COMMUNICATION (2007)
HEALTH SERVICES APP

🗂️ Context

Design of a desktop app intended for patients and provided to doctors as a support tool in therapeutic journeys.

🎯 Challenge

Junior UX/UI Designer with a focus on creating a clear and intuitive interface for non-expert users.



TEATRO ALLA SCALA

@CFS INTERACTIVA (2003)
APP

🗂️ Context

Design of a desktop app for the reopening of Teatro alla Scala. The project aimed to create an exclusive tool that captured the beauty and history of the theatre.

🎯 Challenge

Junior UX/UI Designer responsible for interface design and collaboration with video makers and graphic designers to deliver an immersive and refined experience.



MINI VEGAS GROUP

@STRAVINCI (2002)
GAMING APP

🗂️ Context

Gambling project focused on digital games, including a roulette game.
Study of game mechanics and variations, with analysis of user behavior across different gameplay stages.

🎯 Challenge

Junior UX/UI Designer.
Designed simple and smooth interactions, with continuous improvement through iterative client feedback cycles.



L’OREAL

@NAOS COMMUNICATION (2007)
VIDEO GAME

🗂️ Context

Promotional project offered as a gift with sun care products a game designed to strengthen brand identity and raise awareness about proper sun protection.

🎯 Challenge

Junior UX/UI Designer and Character Designer. Created backgrounds, objects, and characters consistent with the brand’s tone and messaging.



BUBBLE MAGIC WORLD

PERSONAL PROJECT (2016)
VIDEO GAME



🗂️ Context

Collaboration with a developer met through the MakeitApp community to relaunch a mobile game. I designed a new narrative and visual identity.
The game was promoted by the community and published on the Apple and Google Stores.

🎯 Challenge

Junior UX/UI Designer and Character Designer. Created the storyline, characters, backgrounds, and game assets.



GOWARE

PERSONAL PROJECT (2015)
E-BOOK & AUDIO BOOK

🗂️ Context

Digital illustration project for a children's book. The book was distributed by goWare on Amazon and Feltrinelli.

🎯 Challenge

Illustrator. After reading and analyzing the story, I selected key scenes to illustrate, drawing inspiration from real photos of my childhood.



ARCADE MULTIGAME

CD EXPRESS (1995/1999)
VIDEO GAMES

🗂️ Context

Design of arcade games in collaboration with a team of developers, distributed for the Italian market.

🎯 Challenge

unior UI Designer.
First hands-on experience with UI and interaction logic in video games. Created characters and backgrounds.

I learned to work with limited color palettes and to draw with pixels a style now known as pixel art.







PORTFOLIO

THANKS.

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