

PORTFOLIO

PAOLA AMBROSECCHIA

UX Designer & Visual thinker 🖋️

2023 Content is confidential and please not be redistributed without my consent.

Hi, I Am Paola Ambrosecchia

UX DESIGNER & VISUAL THINKER 🖋️

I'm a **UX Designer** focused on strategy and design with **over 20 years** of experience in solving complex problems.

I have worked as for agencies and in-house, in my portfolio an overview of the latest and **most significant projects**.

👉 **LAST 7 YRS FOCUS ON UX DESIGN**

👉 **20+ YRS COLLABORATING WITH HETEROGENEOUS TEAMS**

👉 **ACROSS DIFFERENT INDUSTRY**

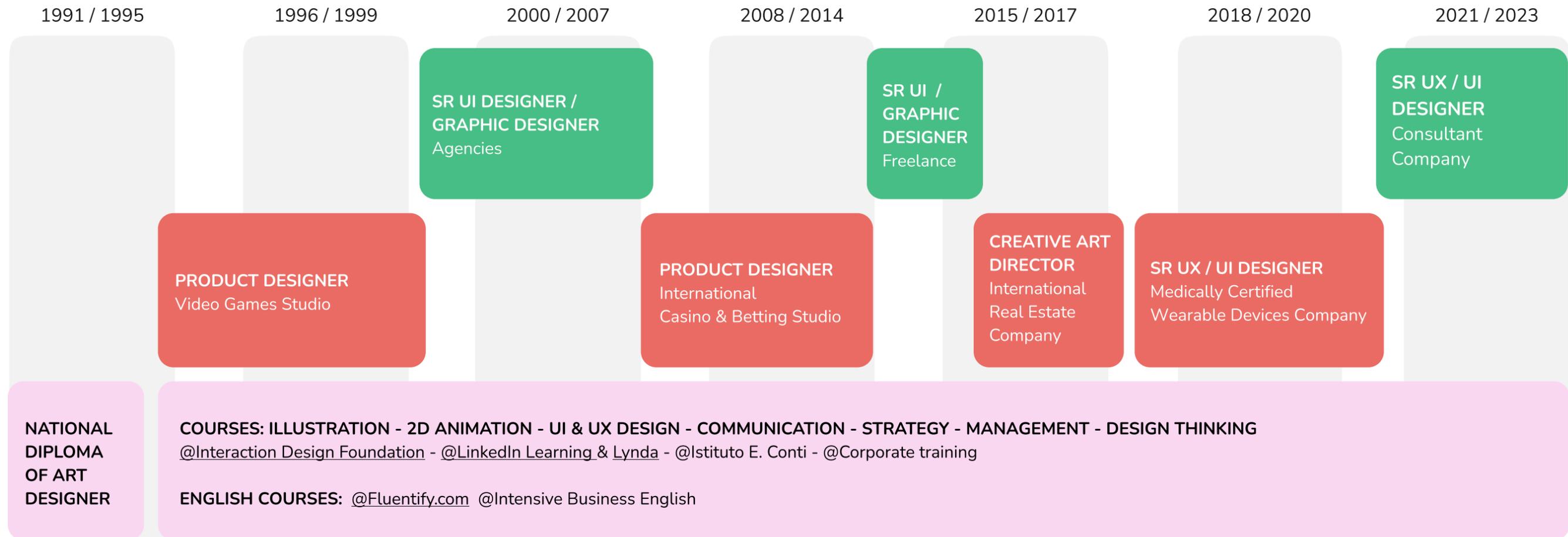
👉 **PAST IN UI, GRAPHIC DESIGN AND ILLUSTRATION**



My Career

+20 YEARS OF EXPERIENCE IN SOLVING COMPLEX PROBLEMS

- Focus On Product
- Focus On Different Projects
- Learning Path



PRODUCTS & PROJECTS

- Websites
- 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
- R&D Teams

INDUSTRIES

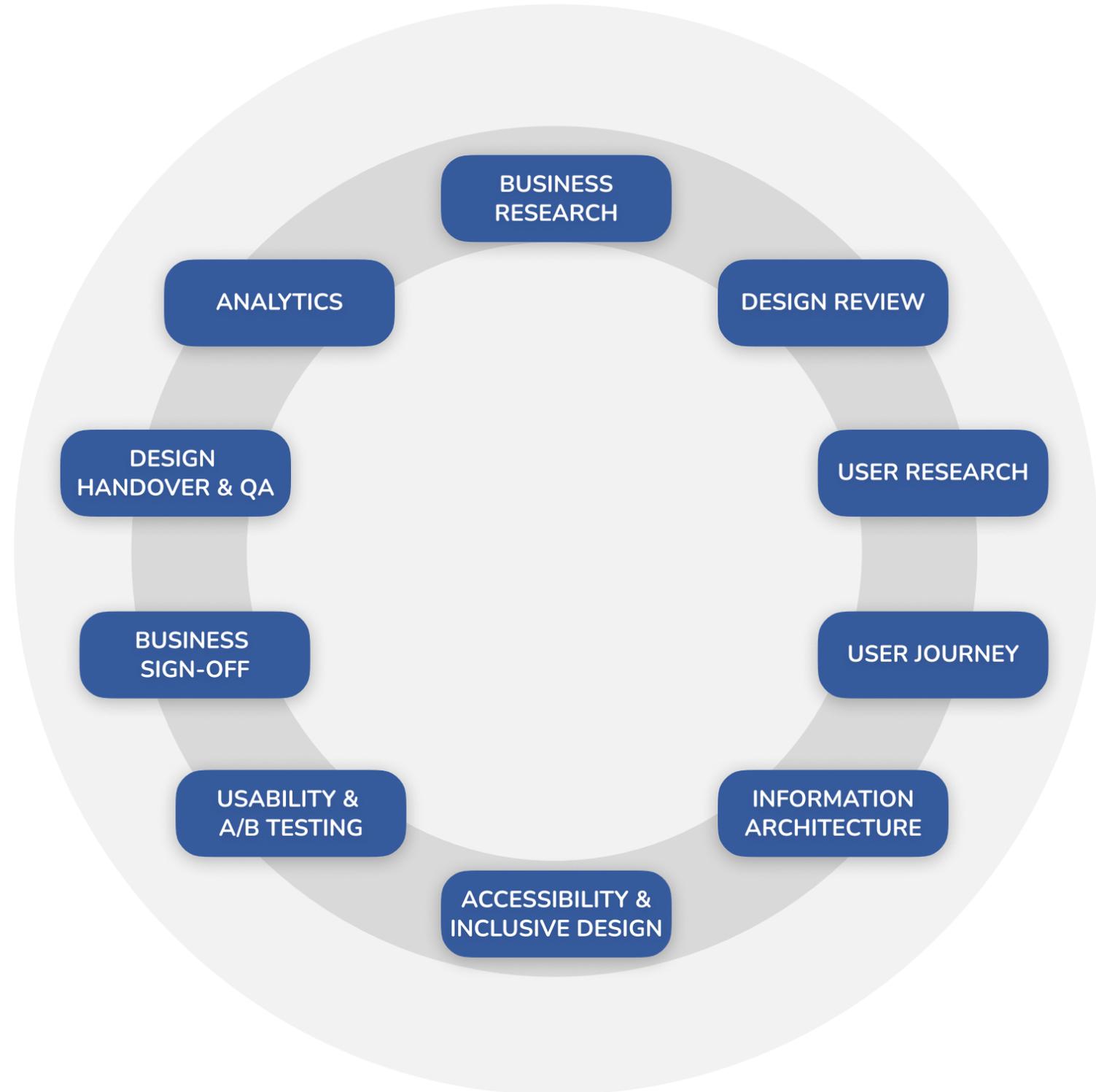
- Real estate
- Gaming
- Gambling
- Healthcare
- Telco
- Tech
- Publishing
- Energy
- Manufacturing
- Sportswear
- Food
- Travel
- Beauty
- Kids
- Publishing

My Design Process

EVERYDAY PROJECTS

I've created a process to have a solid foundation for my work as a designer within **different organisations.**

I'm following the same flow when I'm walking through my **case studies in this portfolio**



METHODOLOGIES USED

- Agile
- Design Process
- Design Thinking & Sprint
- Co-Design
- Lean

PORTFOLIO

CASE STUDIES



WindTre

ACTIVE LISTENING TO CO-DESIGN

Team Management, Workshop and Facilitation Design.



Coreview

SHARE THE DESIGN METHODOLOGY

Evangelising the team with the UX process.



AIRC

CO-DESIGN AND UNDERSTAND CLIENT NEEDS

Meetings facilitation, Flow, Wireframing & Prototyping.



L.I.F.E.

RESEARCH, DESIGN & HIGH-VALUE DATA

Understand need of users of wearable devices.



OTHER PROJECTS

UI AND GRAPHIC DESIGN, ILLUSTRATION AND ANIMATION.

WindTre

UX CONSULTANT @SPINDOX

2022-2023
TELECOMUNICATION
WEB & APP

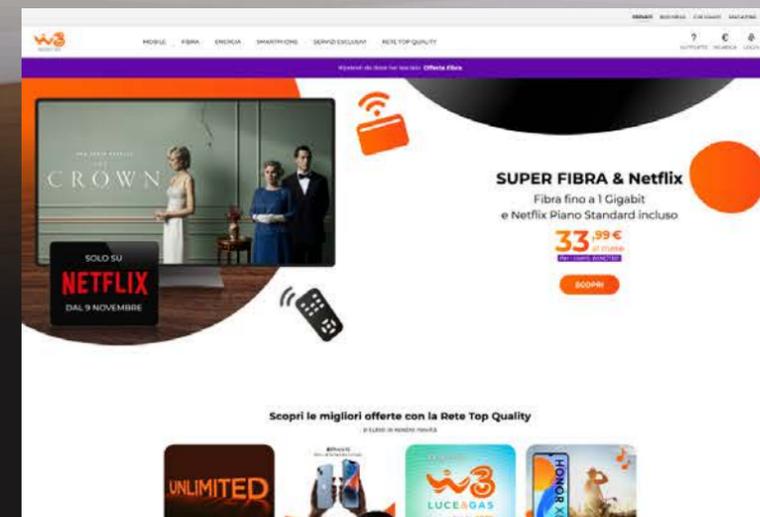
WindTre is a **big Italian Telco company**.

The primary goal in this project is to **support the WindTre internal UX team**, in the daily activities, with the UX Design best practice.



Activities

- Mangement
- Workshop
- Stakeholder interview
- User Test
- User Flow
- Site Map
- Wireframe
- Design System



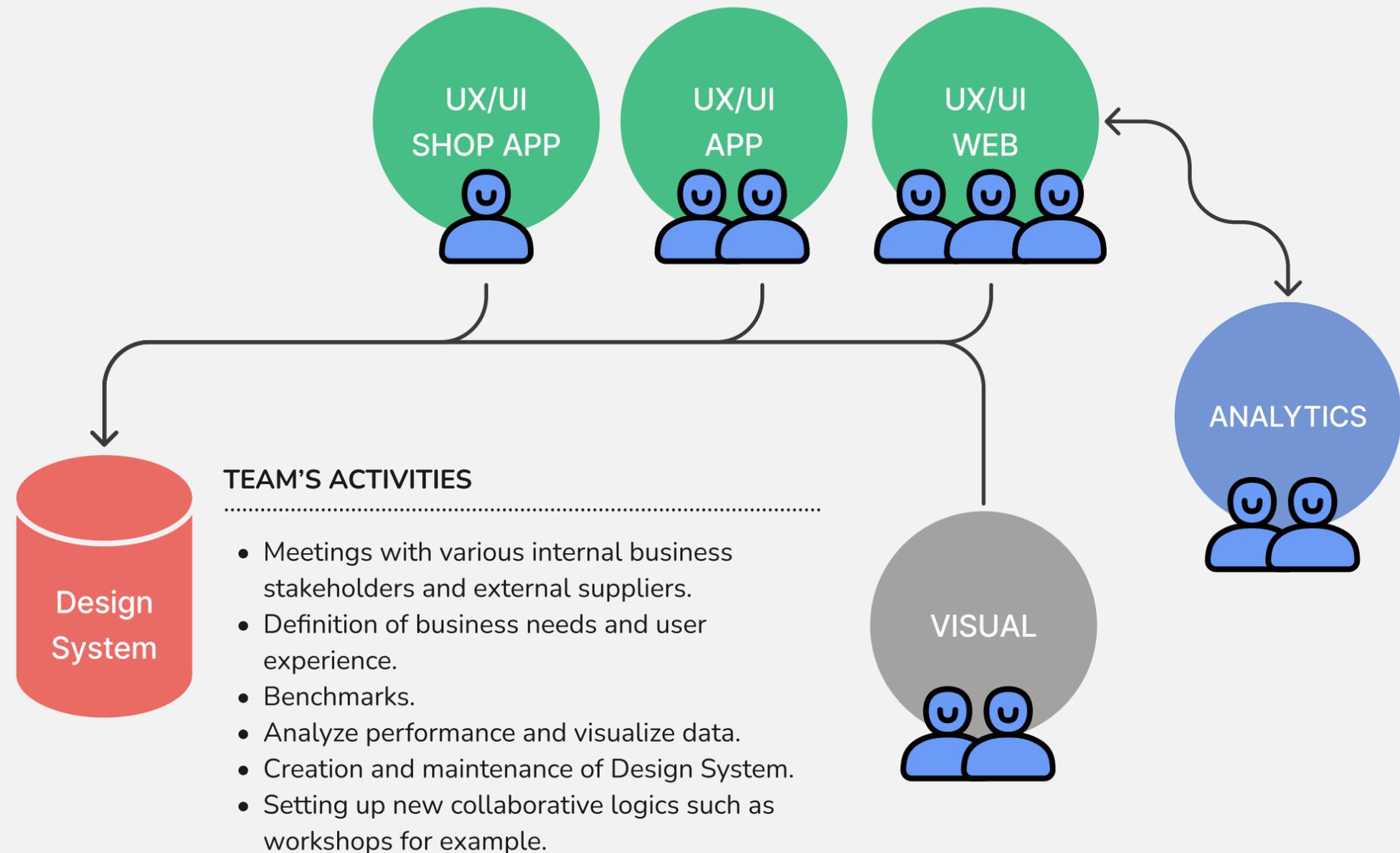
Problem Statement

We had improved the **design collaboration** in teams, introduced and maintained a **Design System** accessible to the various touch-points. We also introduced new collaborative logics such as workshops, useful for **defining the needs** of the business and users.

Users & Audience

The users of the Design System are designers, developers, business and external providers for the workshops are internal business stakeholders.

Team Collaboration On The Client



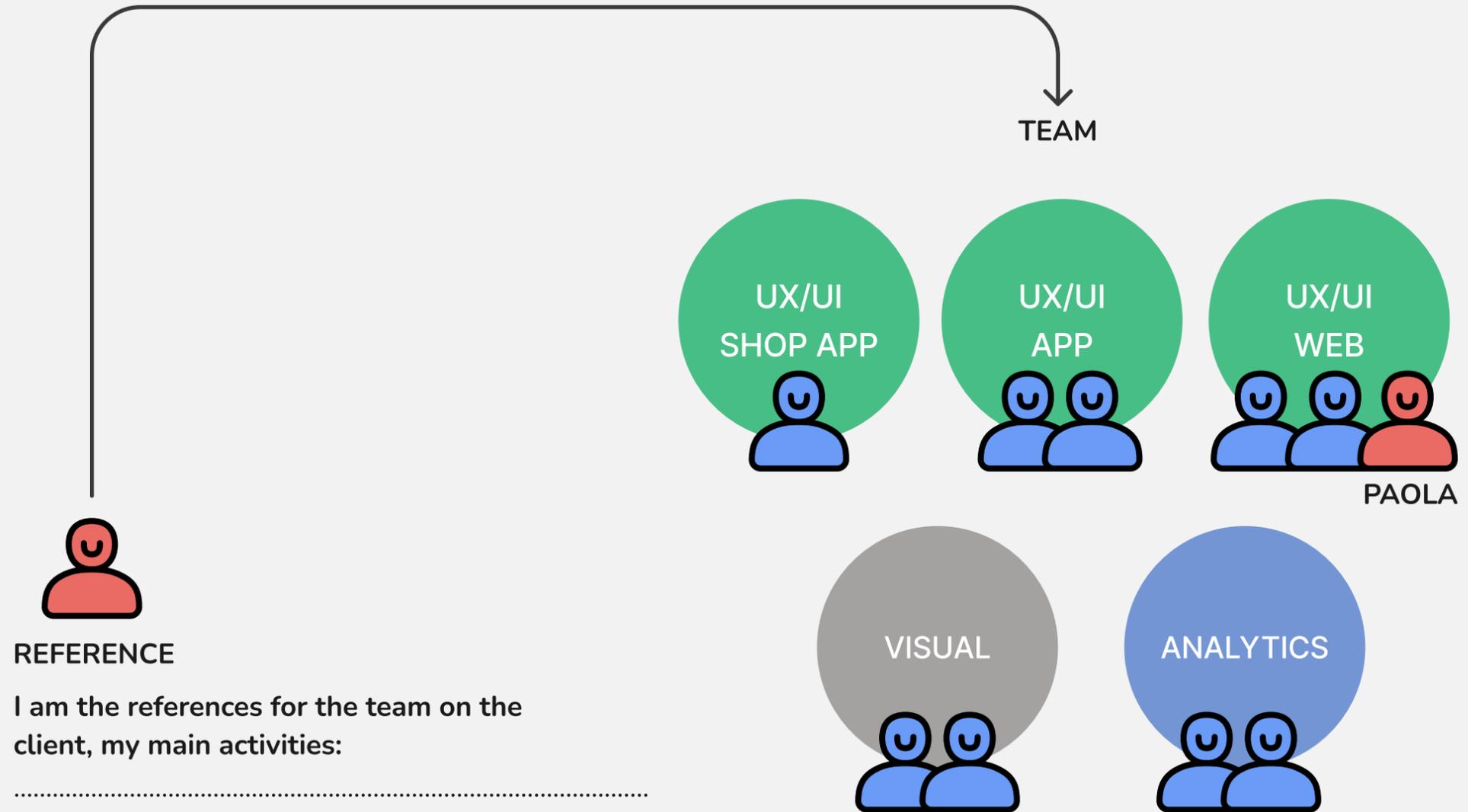
Roles & Responsibilities

My Responsibilities are to manage the Spindox team (6/8 people) to intercept problems or opportunities related to the customer. I worked on the project with different teams, the activities are conducted remotely.

Scope & Constraints

A long project timeline. Some context on what I needed to work on: I worked on the **website touchpoint in agile with a two weeks sprint.**

My Activities On The Client



I am the references for the team on the client, my main activities:

- Work on the website touch point web.
- Serve as a reference for the team on the client.
- Communicate with the lead regarding peer ratings and considerations entered by the client.
- Intercept any problems and/or opportunities.
- Insertion of new entries in the team.

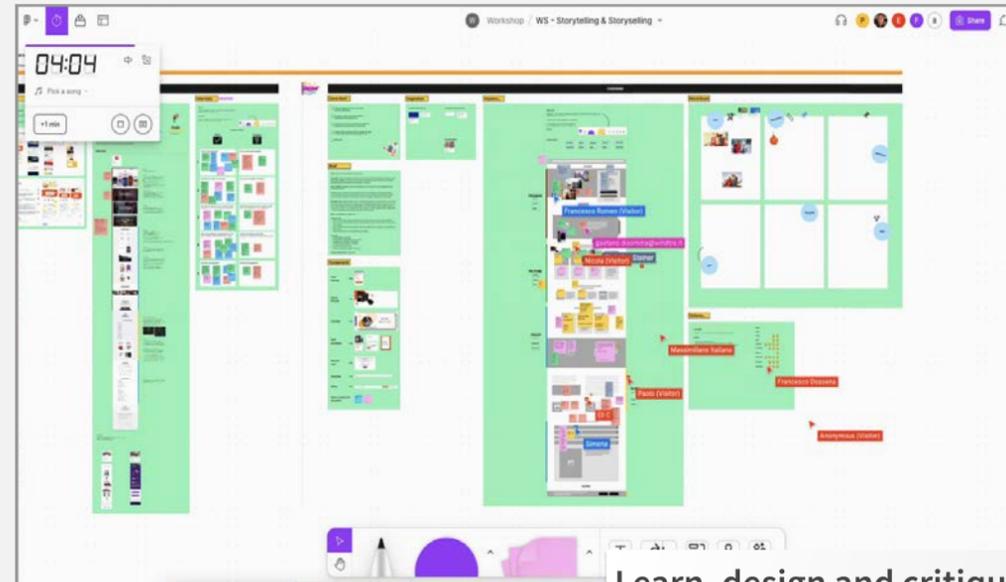
Process & What I Did

Meeting with internal stakeholders and external suppliers.

Definition of business needs, user experience and related Flow management.

Set up & facilitate workshops.

Active Listening To Co-Design Strategies



Learn, design and critique

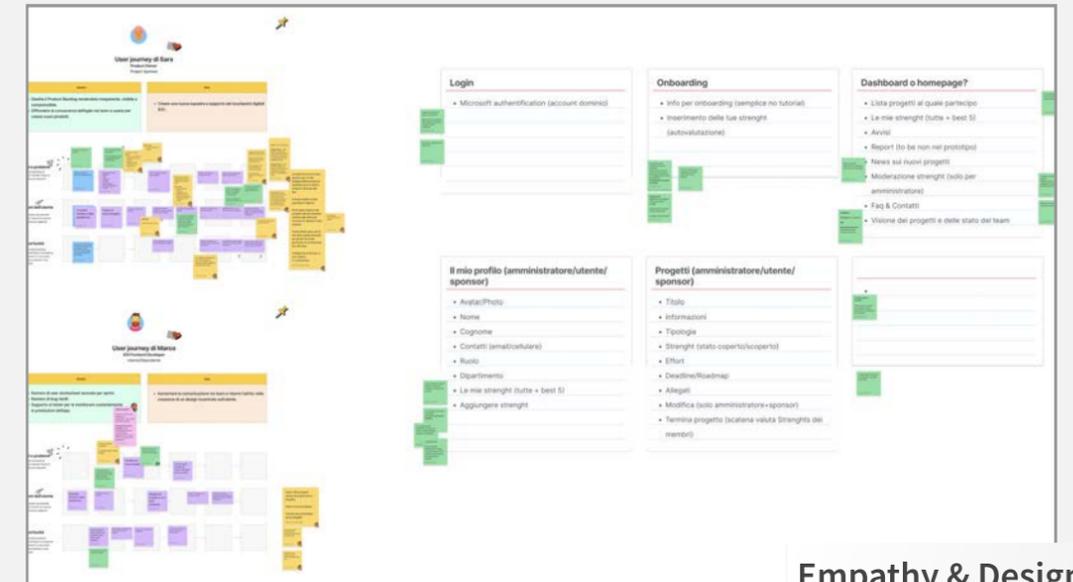
Workshop Storytelling & Storyselling

Encourage collaboration within the content team through a clear and structured methodology for describing a product on the website. Gather the issues that arise and analyse them with the customer. Storytelling techniques for designing a web page that can tell users about a product.

Results

- Definition of the competitor scenario.
- Storytelling technical handover.
- Definition of the critical points of the team and design of a training path.
- Co-design of a web page template.

10 meetings
8h workshops
10 participants
2 Facilitators



Empathy & Design

Workshop Blockchain HR

Collect the wishes of the HR team by clarifying the requirement and obtaining a valid proposal for sponsorship of the project. New HR platform for organising internal projects on blockchain technology.

Results

- User journey co-design.
- Definition of the requirement and feasibility.
- Features implementation roadmap.
- Simplification of platform navigation.

WindTre

UX CONSULTANT @SPINDOX

Process & What I Did

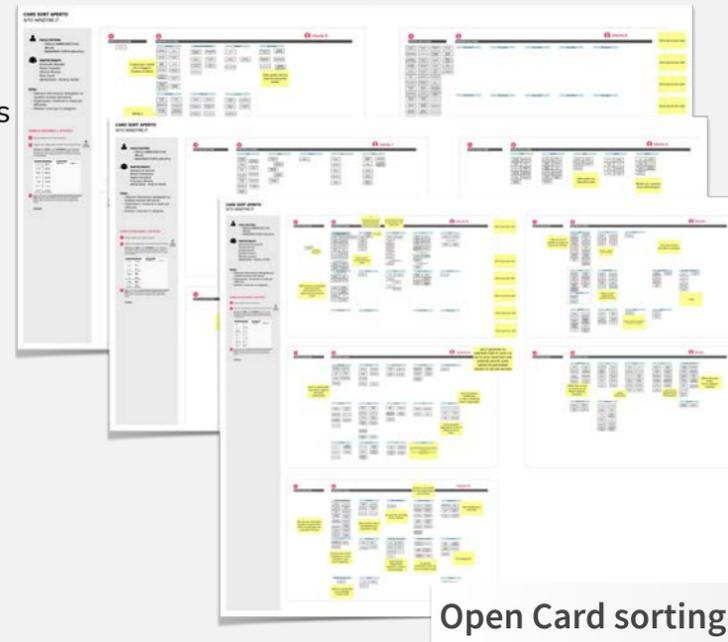
Benchmark.

Information architecture.

Support and manage the team on the client.

Information Architecture

4 meetings
3 workshops
13 participants
1 Facilitator
70 cards



Excel with data challenged

Not being able to rely on a tool in this first phase, we identified a template in Excel developed by Donna Spencer author of the book "Card Sorting Designing Usable Categories"

Organise content more efficiently. Define names for categories based on the user's perspective. Open (exploratory) - gives more freedom to the participant: not only can he group cards, but he can also create and name categories.

Purpose

To ensure the website's content is well organised to make it easy to discover and navigate through.

Results

Pros ✓

- Checked an AI confused.
- Data driven UX driven results to improve the user experience
- The most obvious problems emerged and complex management of large quantities of results was avoided.
- Created a handiwork tool.

Cons ✗

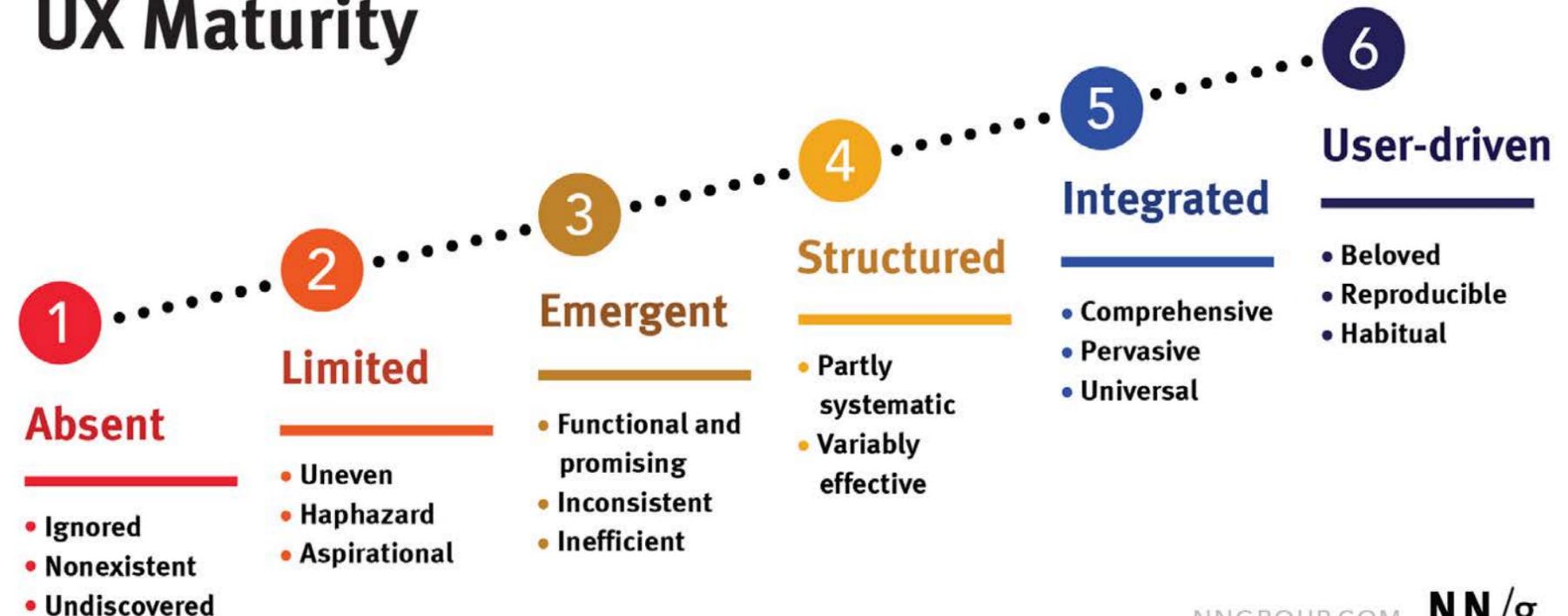
- Bias – the sample submitted for analysis is part of the team.
- Time consuming & Risk of human error without a tool.
- Non-real-time data.
- Qualitative data.

Outcomes & Lessons Learned

We haven't achieved all the goals we had at the beginning of the project. We wanted to **integrate user research activities** before reaching the development phase, this allows bring the already validated a product to market.

I learned how difficult it is to work in a **big company** with different departments and **problems**. I also realised how useful it is to understand the customer's level of **UX maturity**.

Stages of UX Maturity



I have built and maintained a strong relationship with WindTre and I've been able to develop also a **UX maturity** program thanks to this long relationship. I used the client case history to create best practice for **Spindox business**.

"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*

CoreView

UX CONSULTANT @4WARDPRO

2020-2021

TECH

SAAS PLATFORM

CoreView a tech Company.

CoreSuite is a **SaaS Platform**, a tool to analyse, administrate, automate, optimise, secure, and audit a **Microsoft 365** environment.



CoreView

UX CONSULTANT @4WARDPRO

Problem Statement

I introduced the **UX methodology** in the product team and made everyone in the company understand the value you can get from it.

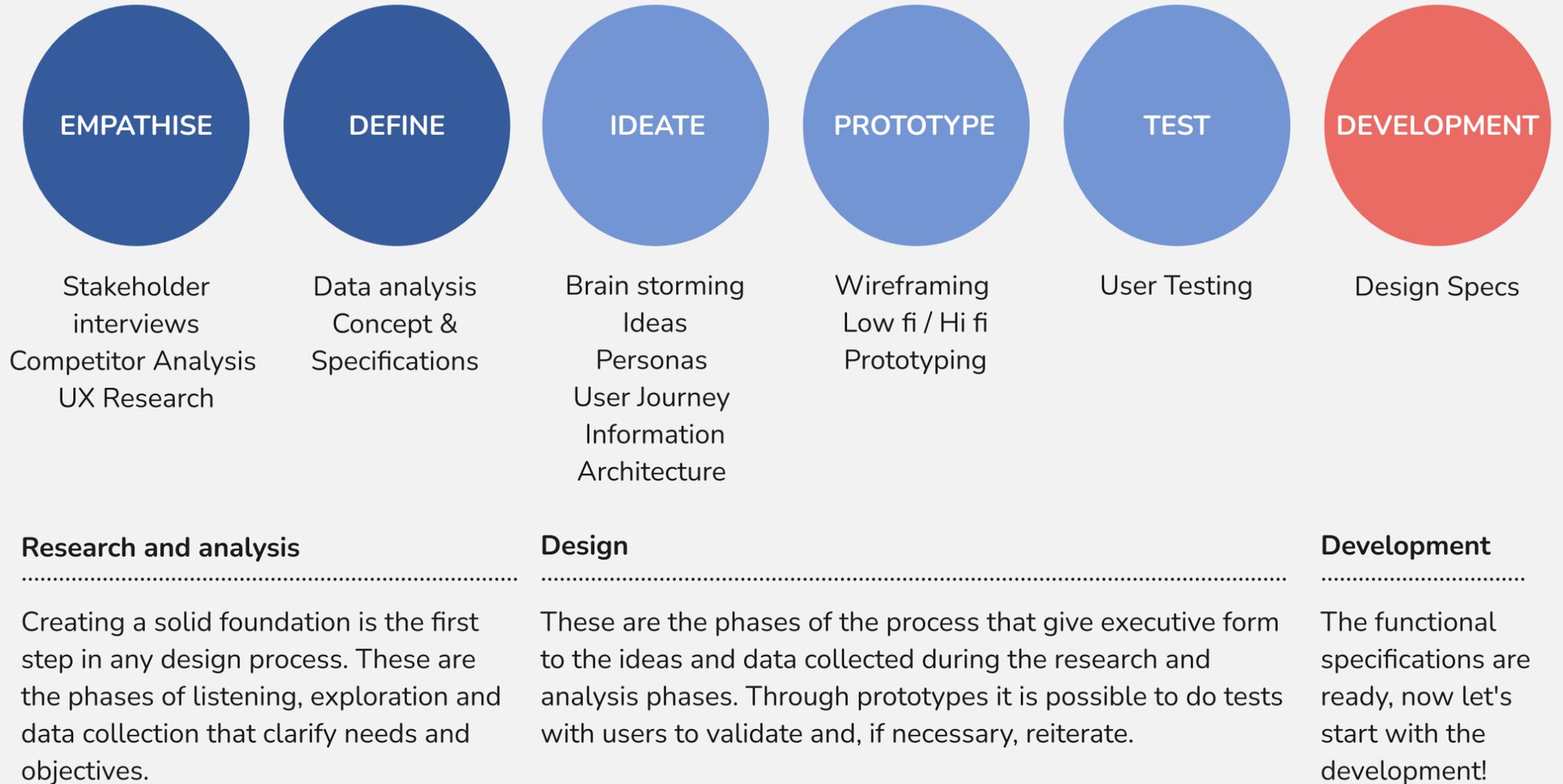
I helped the company to hire a UX team.

I improved the user experience of CoreSuite.

Users & Audience

I worked with internal stakeholders to measure the UX maturity and also with clients to take their feedback and needs.

Methodology Shared With Coreview



"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

CoreView

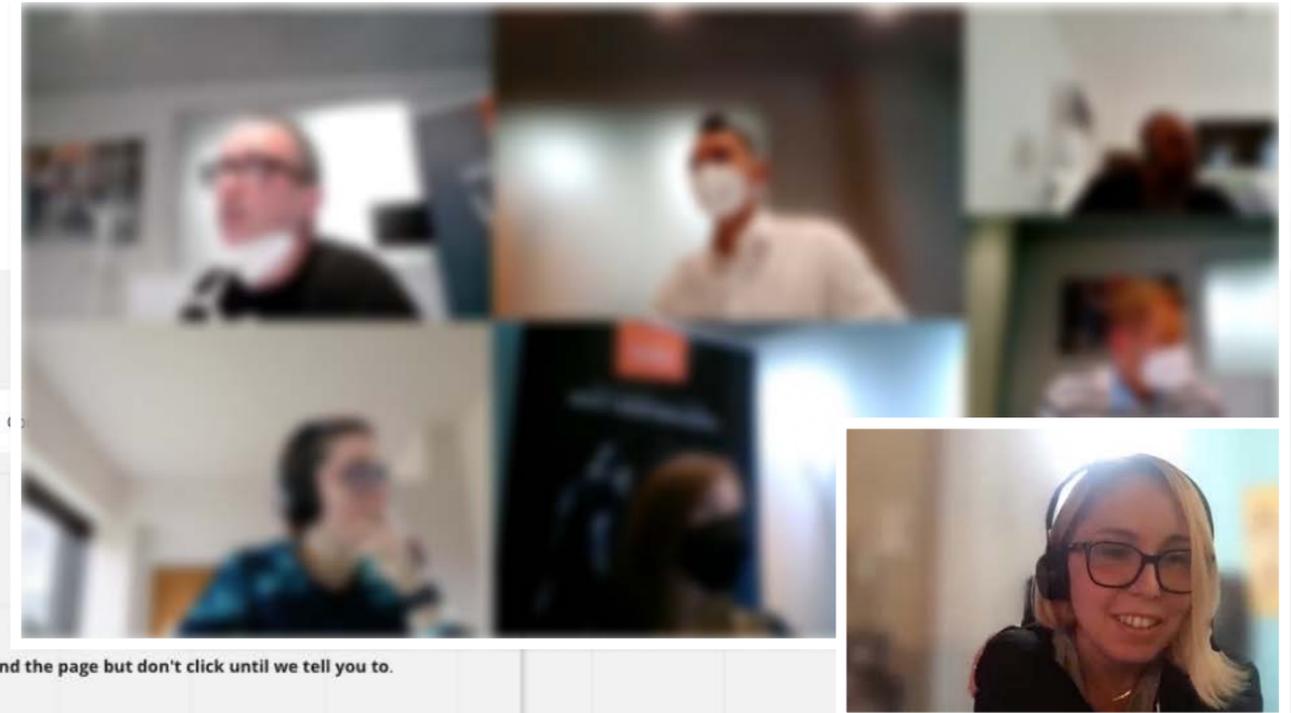
UX CONSULTANT @4WARDPRO

Roles & Responsibilities

As a UX consultant I worked with the Italian product team and everyday we collaborate with other American teams: marketing, sales, communication and customer support team, we work remotely.

Scope & Constraints

It started like a short project only a few weeks but when the company **understood the power of the UX**, invested in a budget to share a methodology and create a UX team in the company.



“There is too much information I feel overwhelmed”.
“I don't like white space” Comment from an user

CoreView

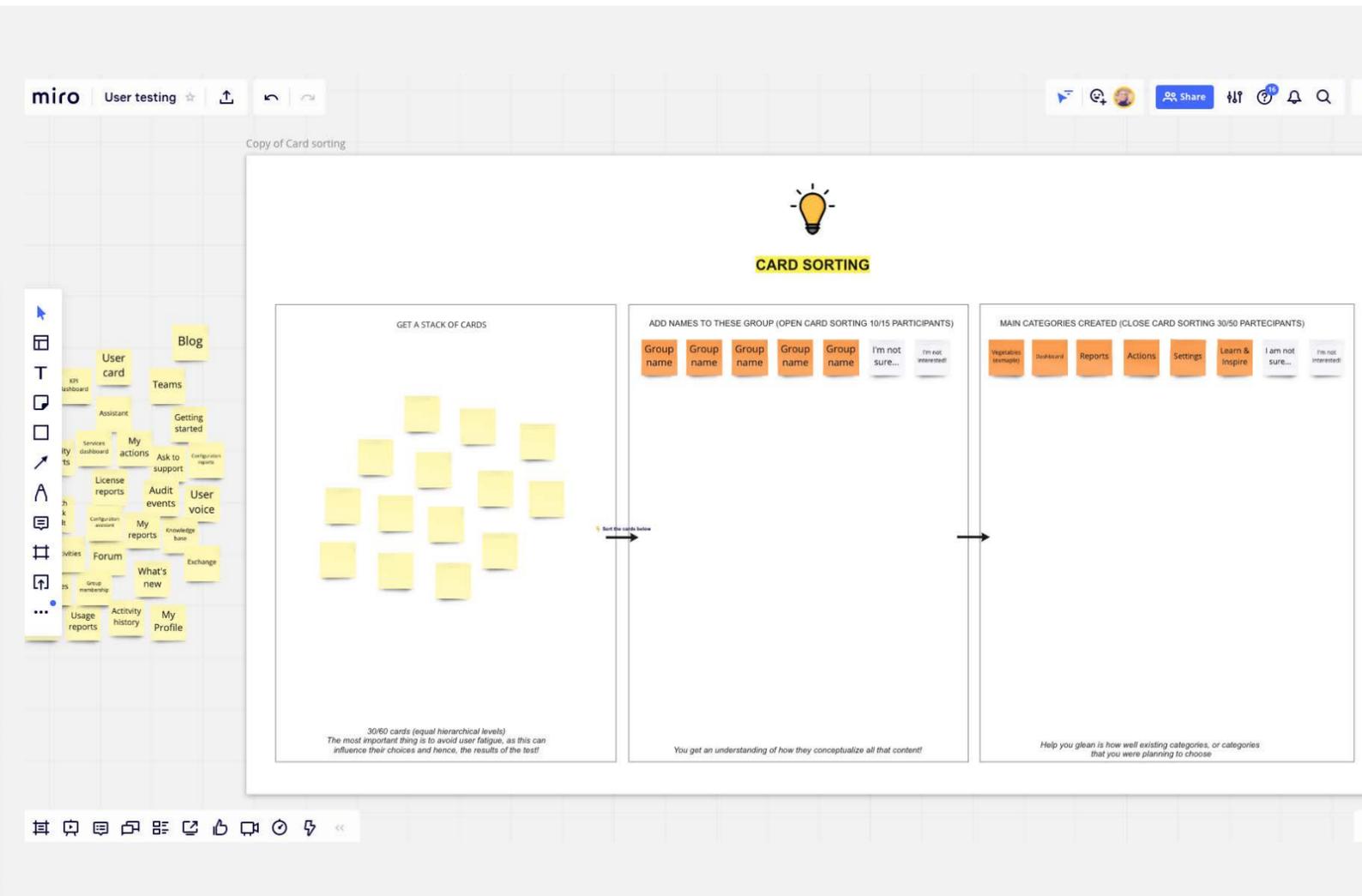
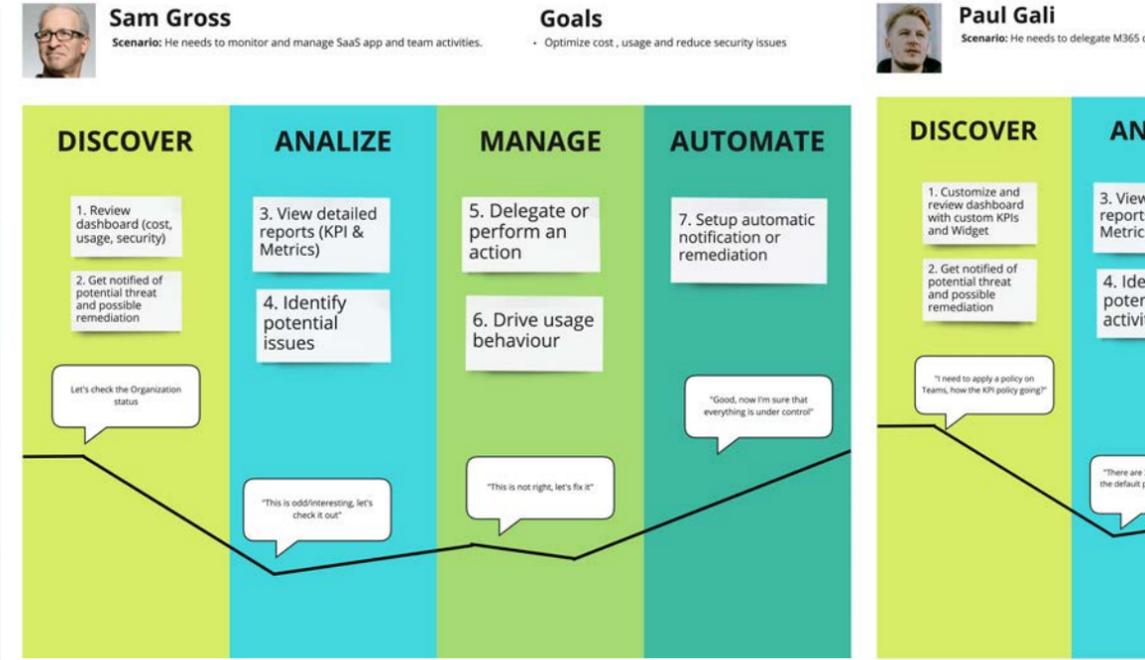
UX CONSULTANT @4WARDPRO

Process & What I Did

My first step was measuring the UX maturity of the company, so I organised one to one interviews with the business.

I started evangelising the team with the UX process, User interview, personas and journey.

I also introduced new tools like Miro and Figma.



CoreView

UX CONSULTANT @4WARDPRO

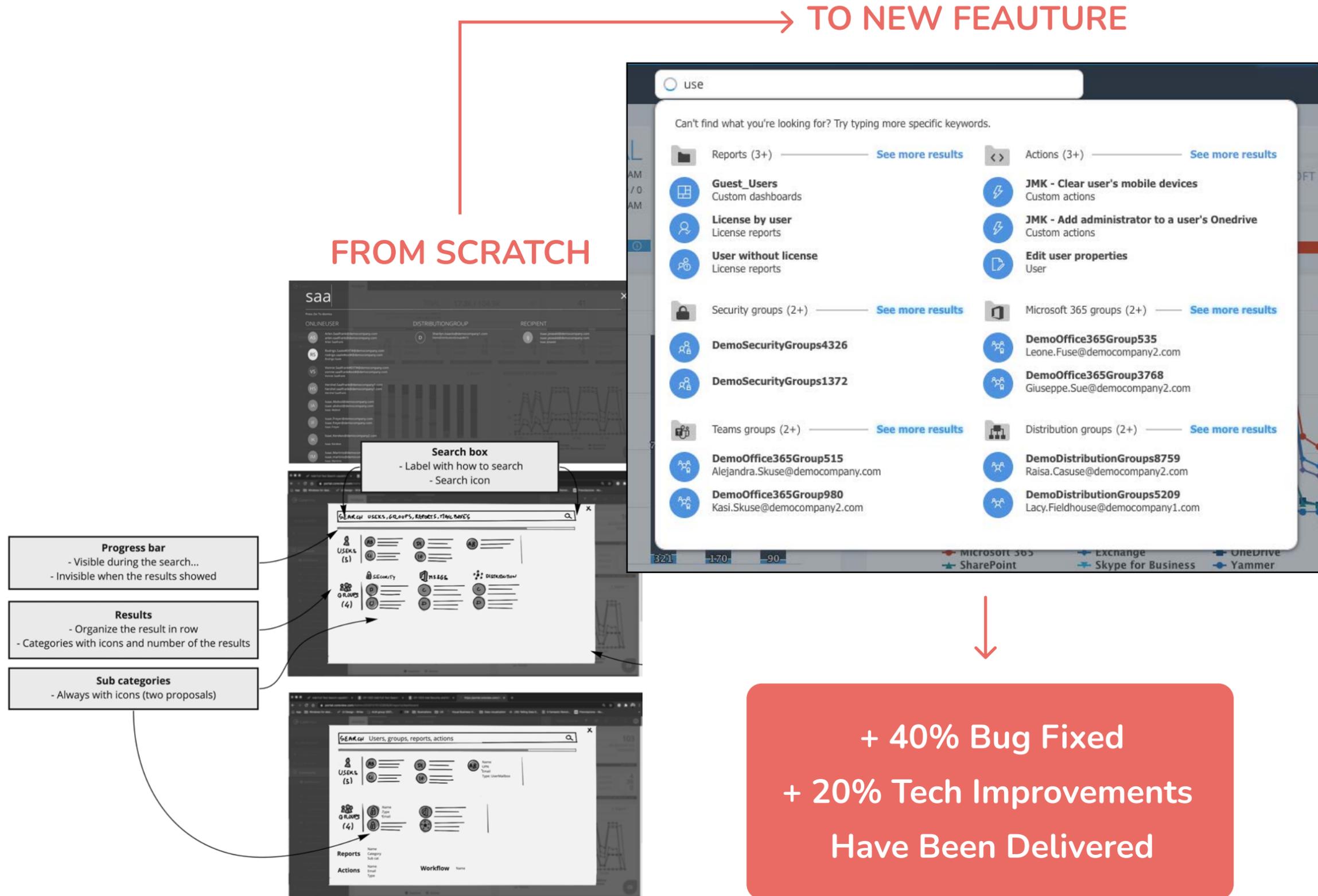
Outcomes & Lessons Learned

My company closed the contract with Coreview.

I reached my main goal to introduce a UX methodology in the team.

I learnt from the users of the platform and I released a new feature for the search bar.

In hindsight I would have liked to speak more about the stages of the UX Maturity and how to improve it.



AIRC

UX CONSULTANT @4WARDPRO

2019-2020
NON-PROFIT ORGANIZATION
WEB SITE

AIRC is an Italian
Association for Cancer
Research.

The company needed an
internal platform for
organising the events, so
the primary goal of this
project is to understand the
needs of the volunteer and
the worker of the
association to get the
requirements for the IT
department.



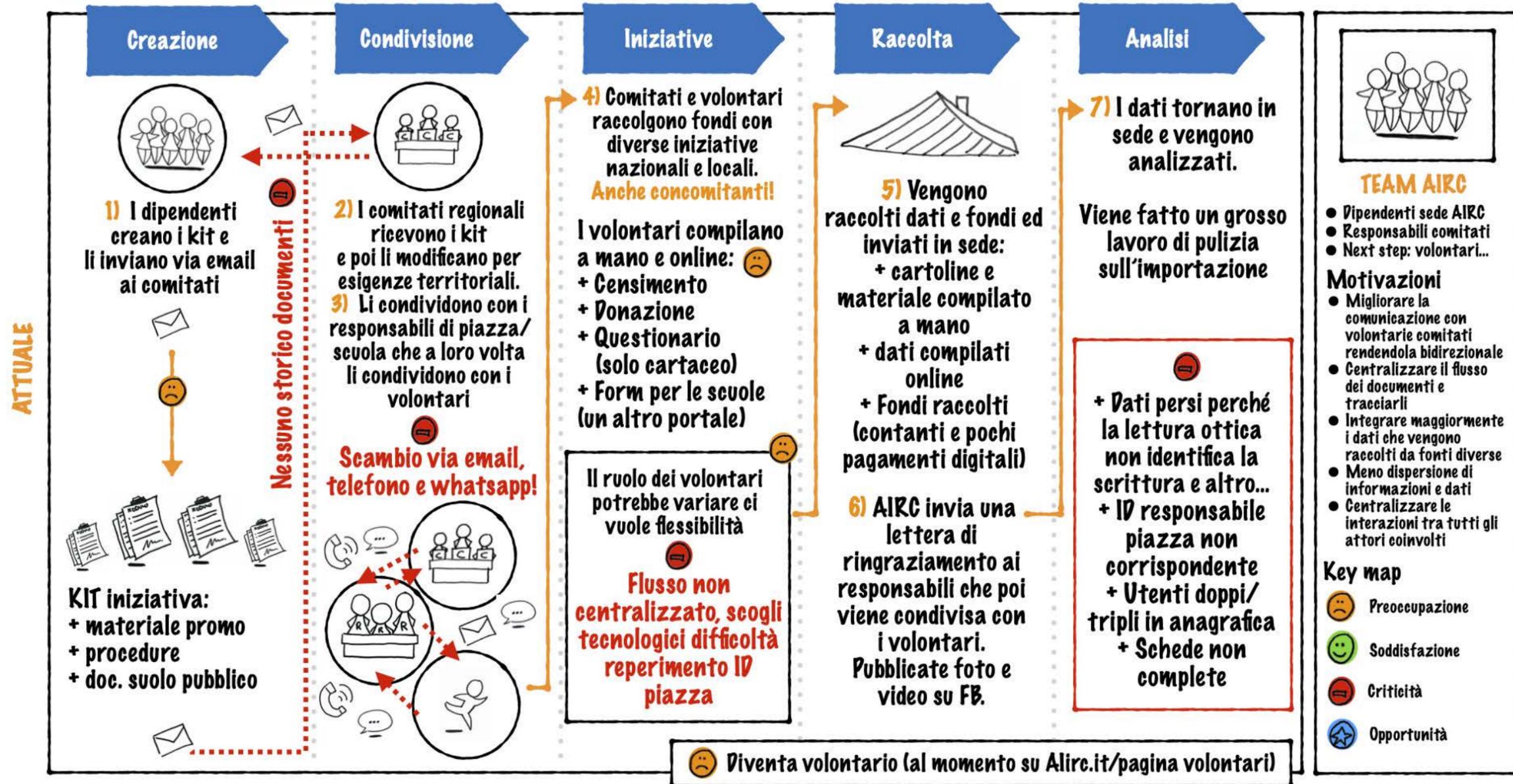
Problem Statement

The main purpose of this project is to design a web application for the AIRC volunteer network, which allows greater centralisation and less dispersion of information and data, during the fundraising.

Users & Audience

The users of this product are the volunteers network and workers of AIRC.

PORTALE VOLONTARI - Experience Journey Map*



* Experience Journey Map è un'interpretazione visiva della storia e della relazione con un'azienda/servizio. In questo caso il punto di vista è del team AIRC.

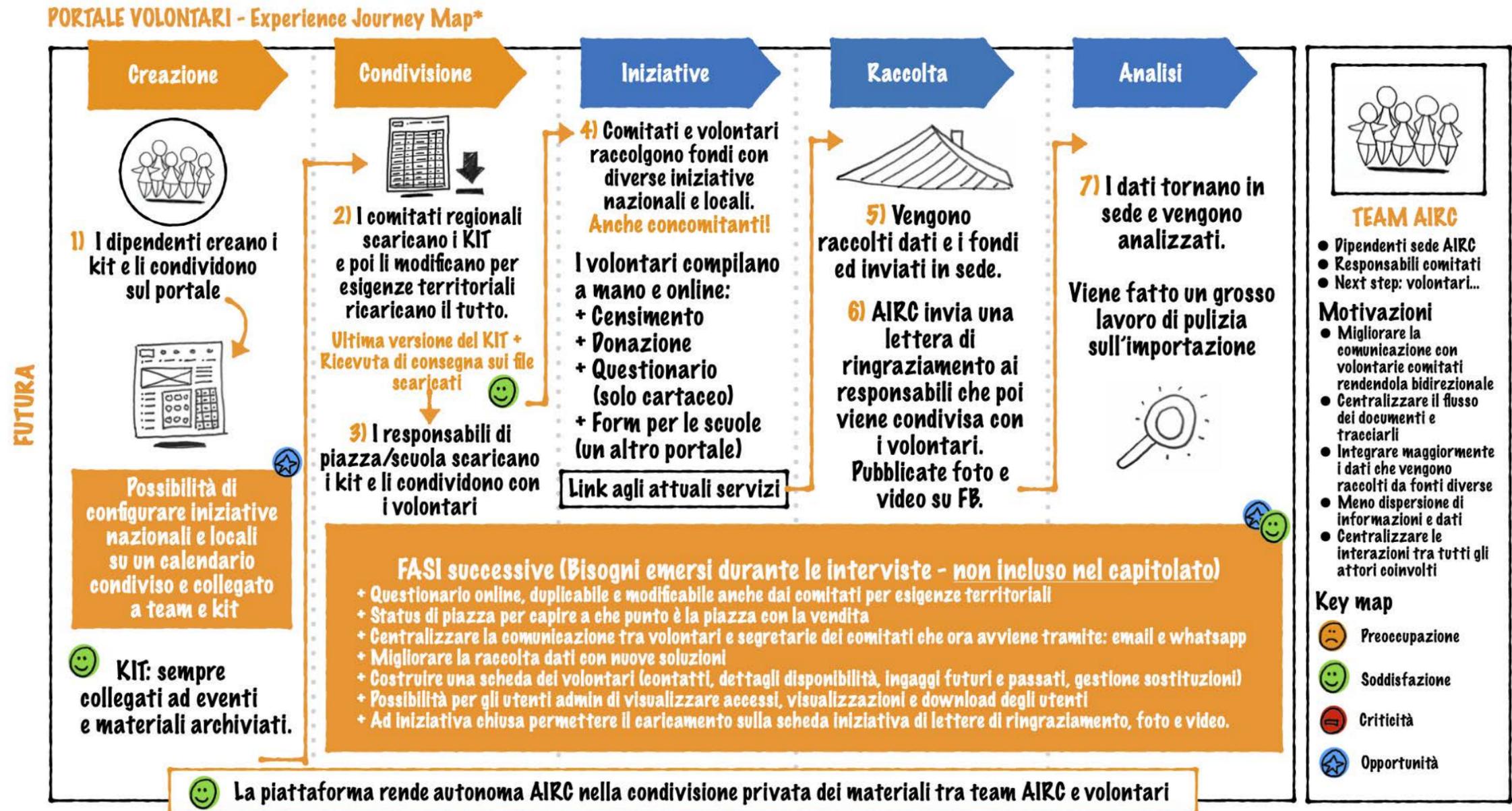
Roles & Responsibilities

The team was composed of a big IT department with architects, backends and frontends specialists.

Also I had different meetings with the AIRC team and remote meetings with the volunteers from each part from Italy.

Scope & Constraints

The main factors for this project have been to get the needs from all stakeholders and facilitate the communication.



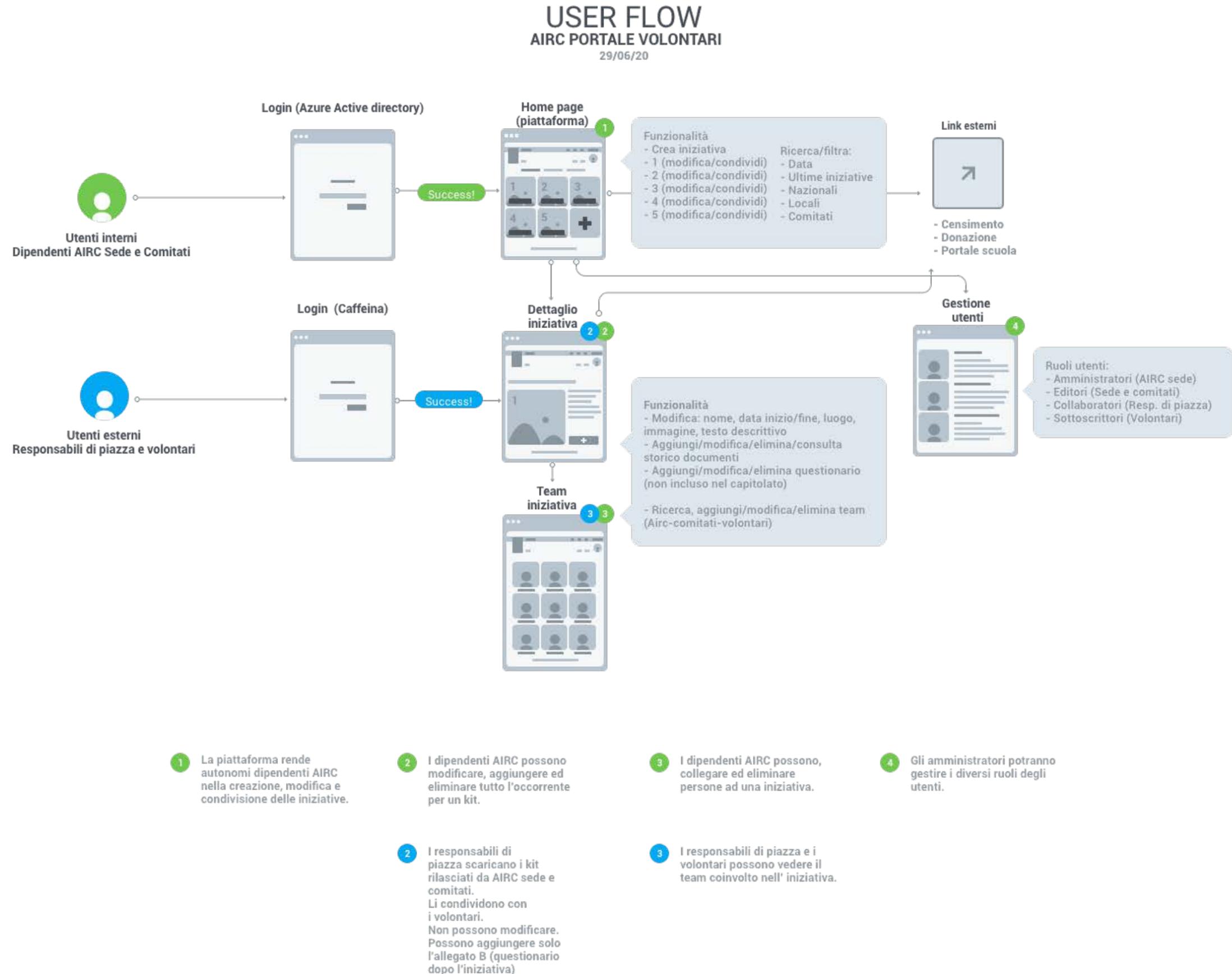
* Experience Journey Map è un'interpretazione visiva della storia e della relazione con un'azienda/servizio. In questo caso il punto di vista è del team AIRC.

Process & What I Did

After carrying out the interviews that allowed me to have the information I was looking for, I designed the maps, which visualize the needs and motivations of all the actors involved in the process.

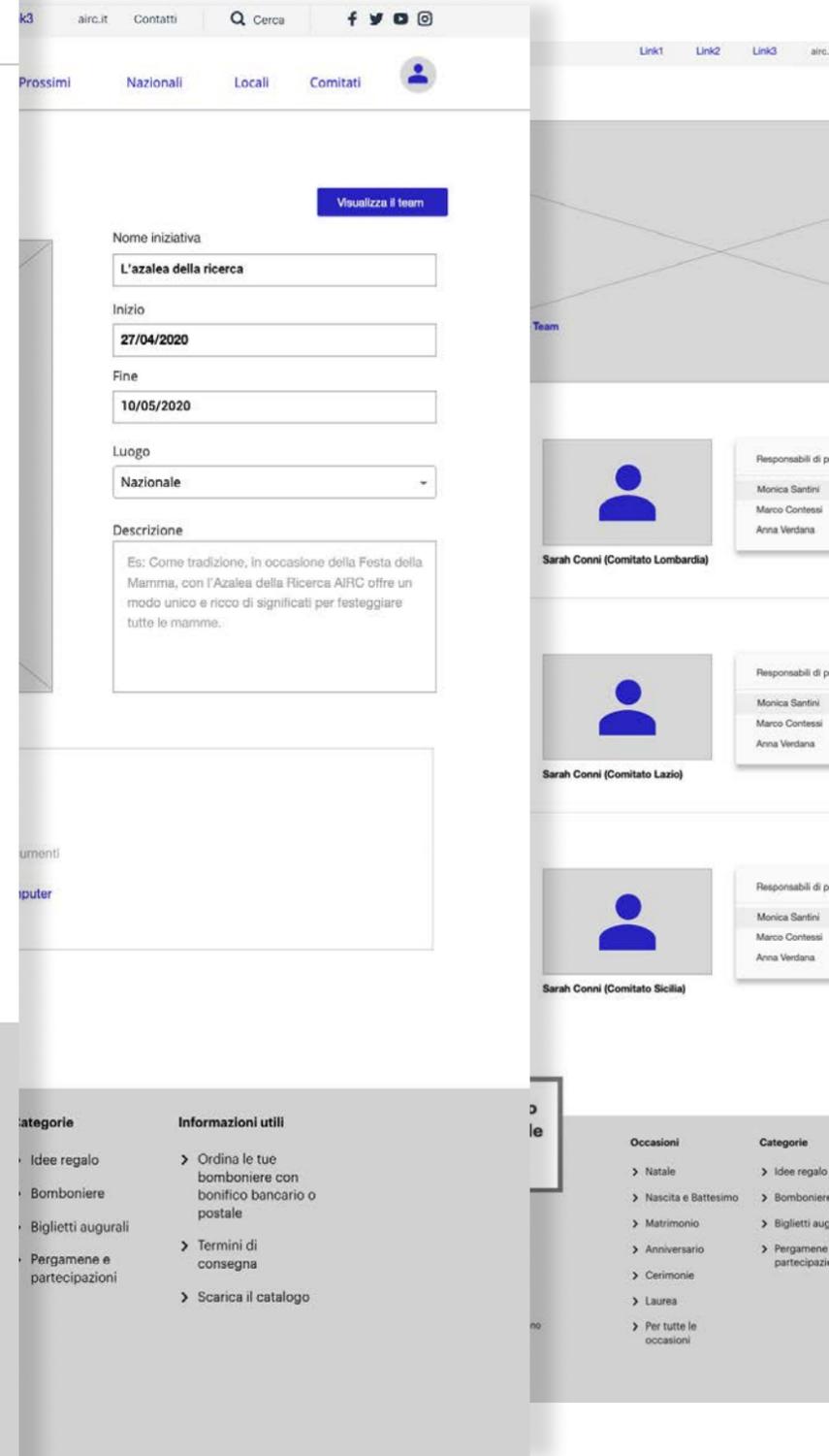
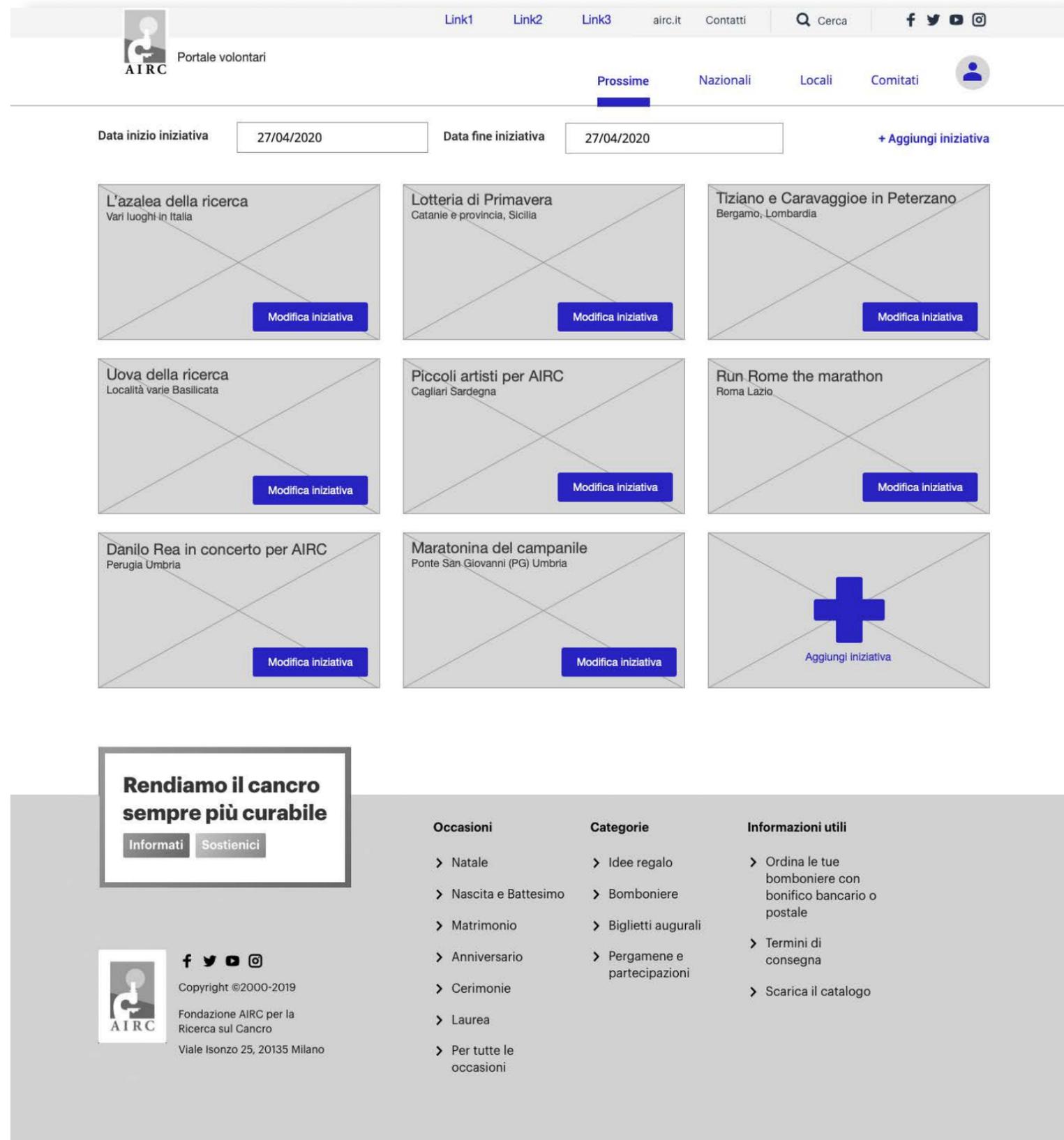
I created different maps to represent the user's "journey".

The user flow was very useful for the team to have a clear hierarchical path that was then concentrated in the design of every single goal.



Process & What I Did

I created interactive wireframes that allowed the customer to focus on the structure and usability of the content.

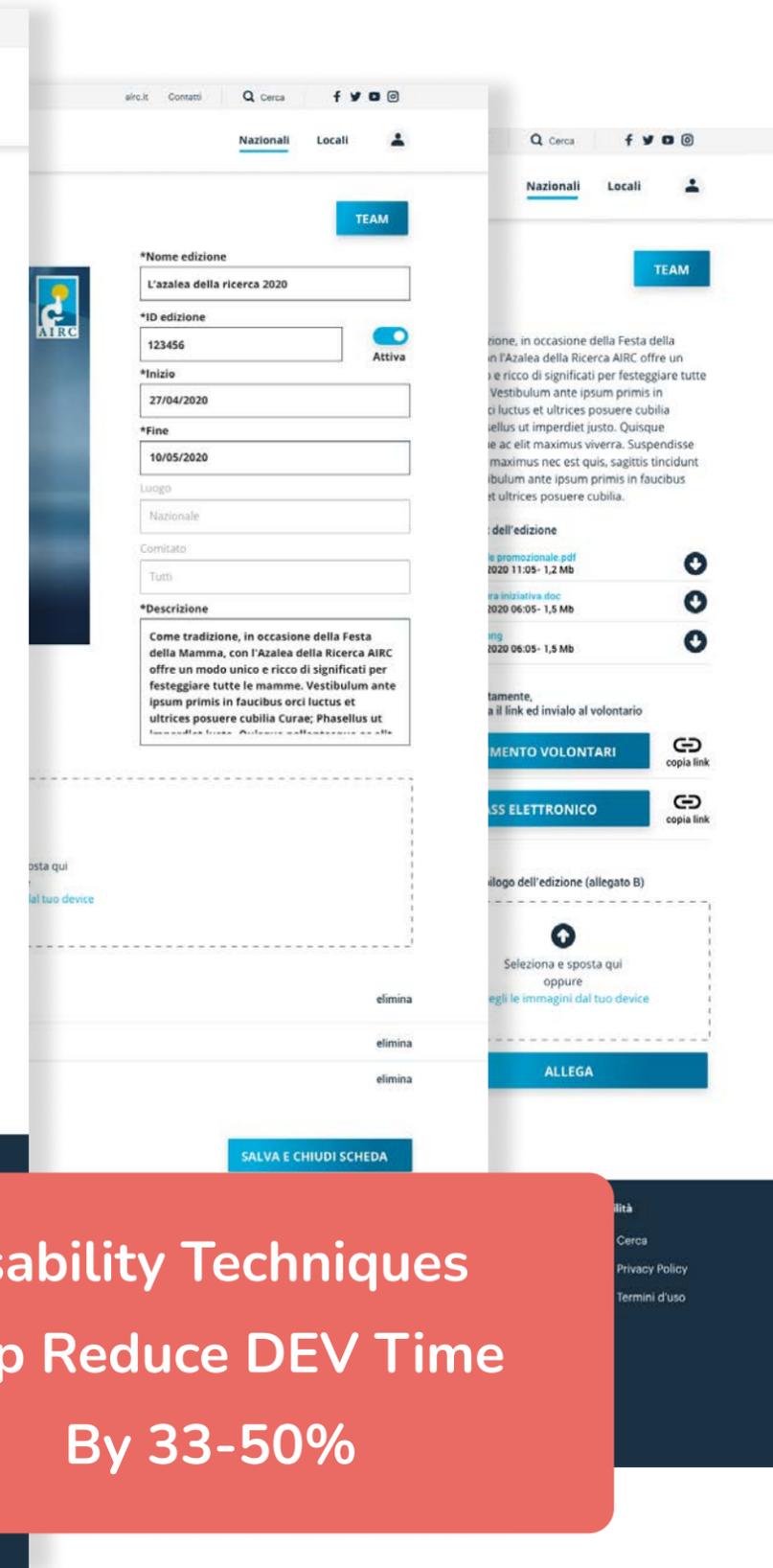
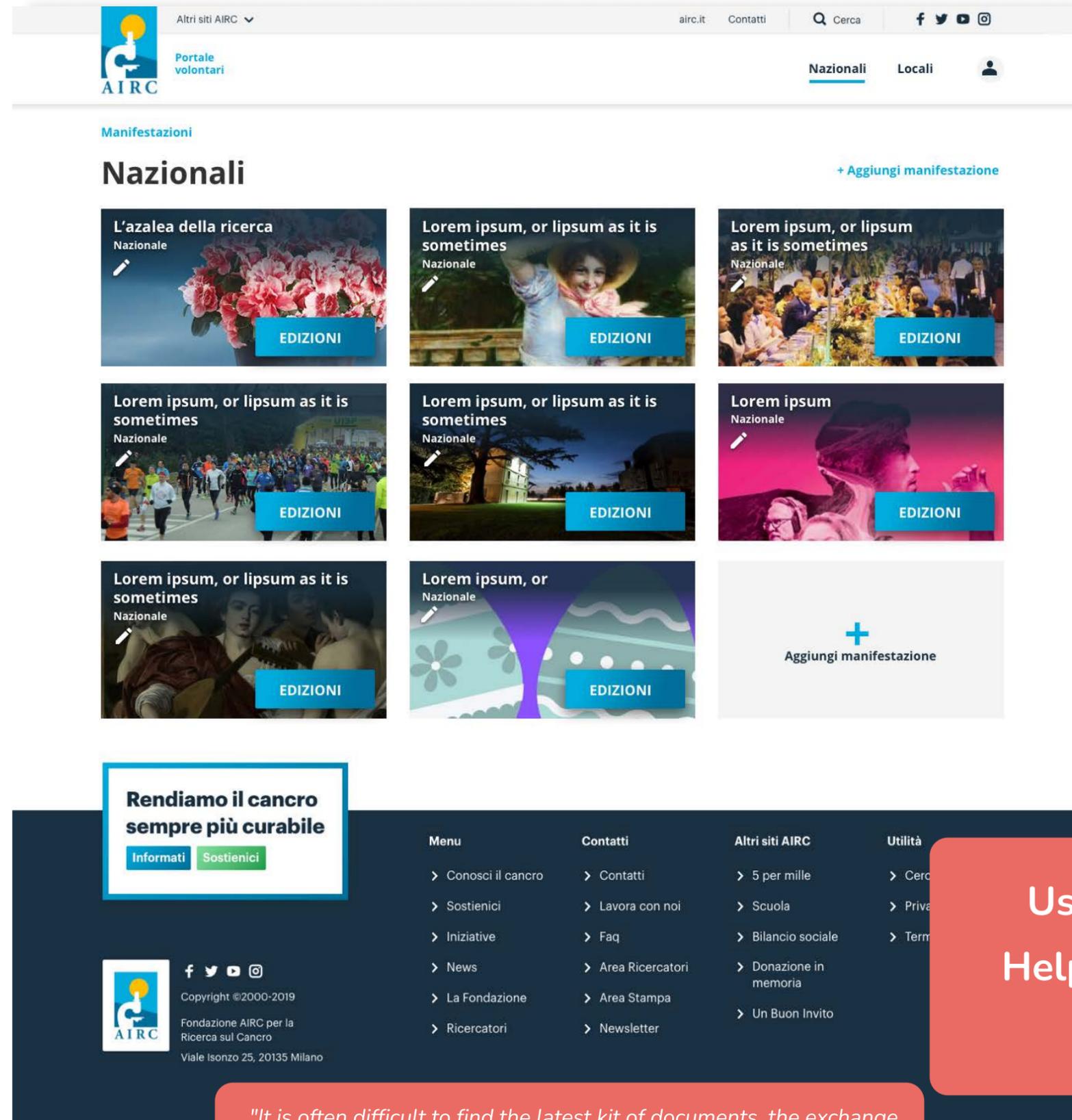


Outcomes & Lessons Learned

After that following the guidelines I created an **hi-fi prototype** for a final test with the users.

I reached the goal that I had at the beginning of the project: to test with the users an hi-fi prototype, before the developer.

I learnt how it's important to defining the journey helped all stakeholders involved in the project.



Usability Techniques
Help Reduce DEV Time
By 33-50%

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

L.I.F.E.

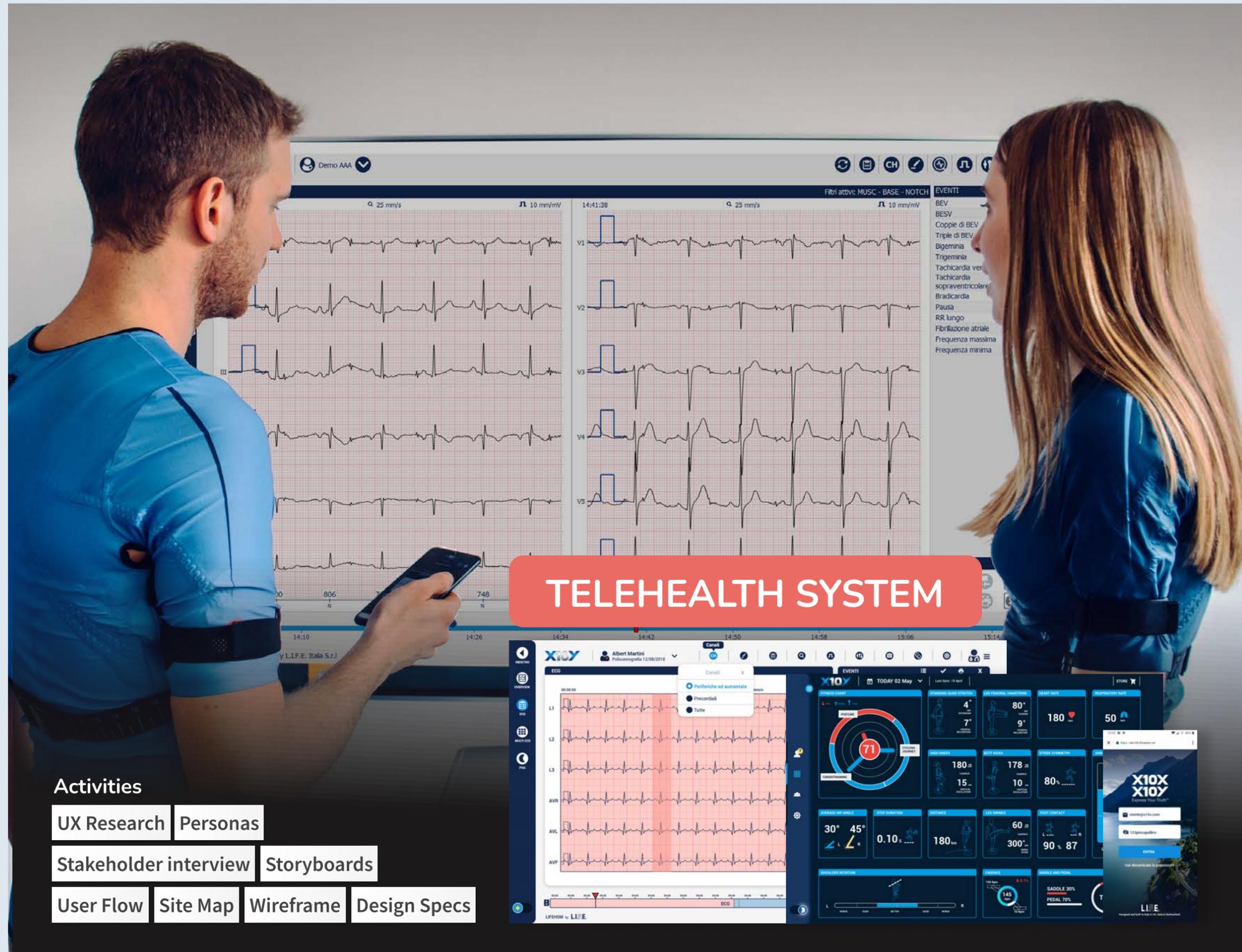
UX DESIGNER

2020-2021
HEALTH SERVICES
PLATFORM & APP

L.I.F.E. is a research,
design & high-value data
generating company.

The main project was to
design a platform that
collected physiological data
through wearable devices.

I worked closely with the
Research & Development
team with this goal.



L.I.F.E.

UX DESIGNER

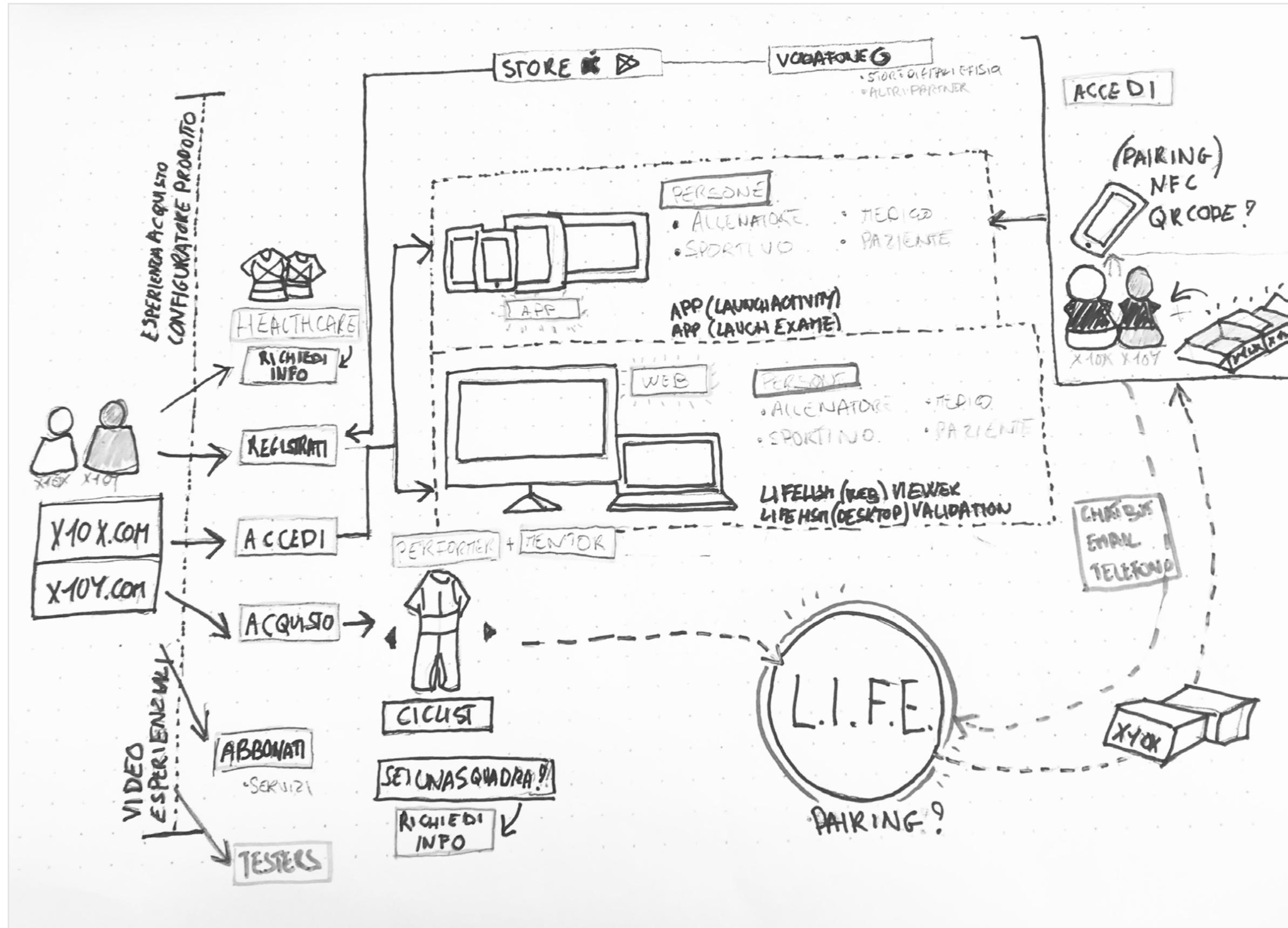
Problem Statement

It was a research project, I tried to learn how the ecosystem works.

I worked with different stakeholders: users, doctors, biomedical engineers and trainers to understand how the data and the devices can help the users.

Users & Audience

The users of this product are: patients, athletes, doctors used **wearable devices** in two different uses: medical and sport.



L.I.F.E.

UX DESIGNER

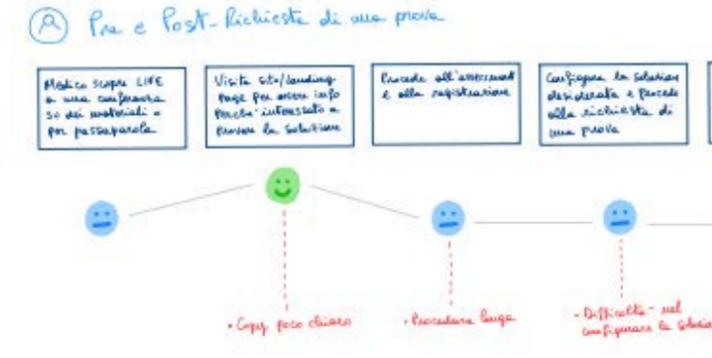
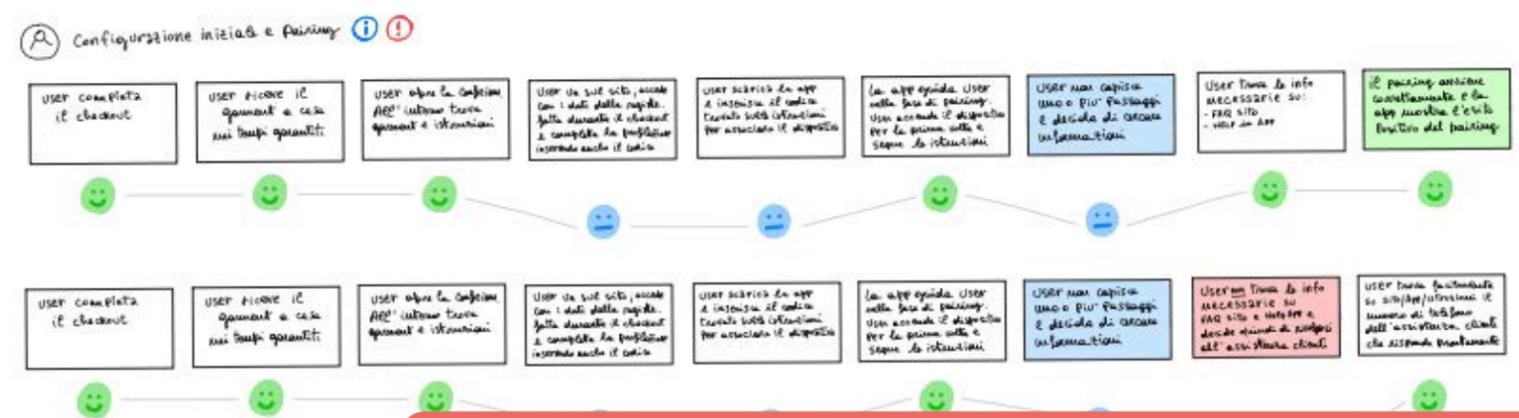
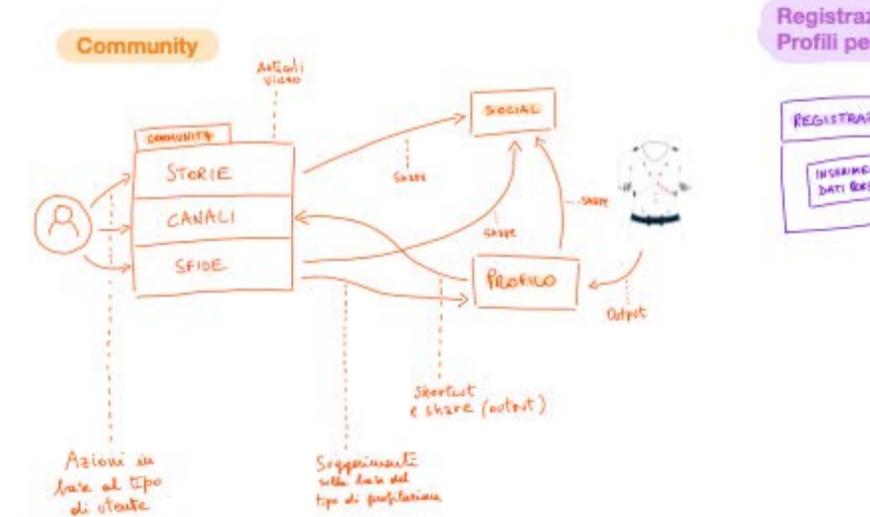
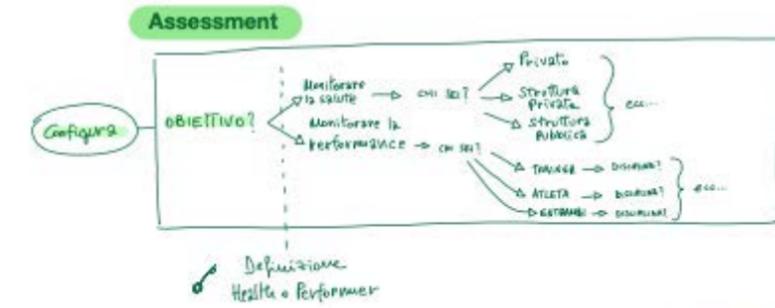
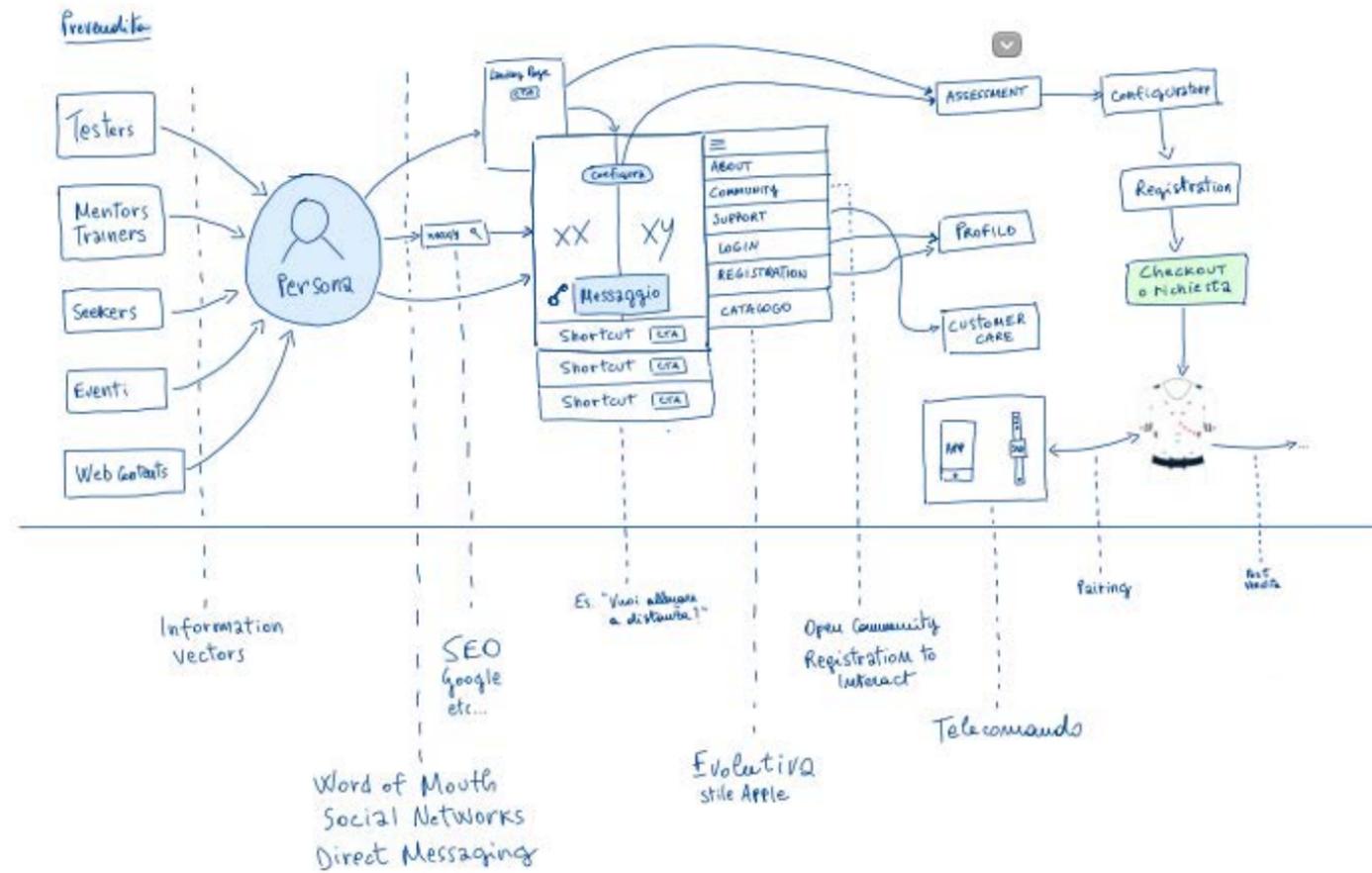
Roles & Responsibilities

The R&D team has engineers working on the algorithms, web platform and apps. My main activity was to facilitate communication with different departments.

We worked together in the office in Milan and we collaborated with consultants of other IT companies.

Scope & Constraints

In this project I had to work in a big research team, the scope changed during the project we have more focus on the medical use.



“Working with Paola has been an absolute pleasure, and I hope to work with her again in the near future. L.I.F.E. is an international, wearable-tech startup designing complex devices and services for healthcare and sports. The role of lead UX/UI designer is a challenging one, but Paola is thorough, hardworking and very good at her job. No matter how many different projects Paola has been tasked with, she has always kept a positive attitude, shown full commitment to her position and paid close attention to detail. I highly recommend Paola as a reliable co-worker, a wonderful designer and very creative thinker.” Celeste Longinotti Buitoni Business coordinator of L.I.F.E.

L.I.F.E.

UX DESIGNER

Process & What I Did

In all the research process I had quality research with interviews with our testers, patients and athletes.

The main goal of these interviews was to collect info about the devices and understand the needs while using them. To understand the user's habits and the device market, we had a quantitative survey.

Essere allenatore oggi

Come allenatore vorrei potere usare nuove tecnologie per monitorare e spronare i miei atleti a migliorare.



Mario Ferrari



Fabio Vedana

Diventare tester

Come atleta professionista mi piacerebbe diventare un tester della piattaforma per monitorare e verificare quanto i dati del corpo umano influenzino le performance.



Michele Evangelista

USER PERSONA
X10Y
Express Your Truth™



Fabio Vedana
50, coach/mentor, sposato, Milano

APPASSIONATO | ISPIRATORE | VISIONARIO | PIONIERE

“ Il libro delle scuse aspetta nuovi capitoli

ABOUT

Laureato in sport performance all'università di Dijon (F) Coach di sport di endurance (triathlon, ironman, cycling e ultracycling). Già allenatore della nazionale italiana e svizzera di triathlon, guida 7MP High Performance Squad. Coach del reality TV, The Finisher, attualmente è voce tecnica della trasmissione di radio24, Personal Best. Ha aiutato ormai centinaia di age group a tagliare la finish line di Ironman e 70.3, portandone una nutrita compagine alla finale mondiale di Kona.

GOALS

- Realizzare i sogni di chi si affida a me
- Tagliare la finisher line sempre con il sorriso
- Allenarsi, allenarsi, allenarsi

NEEDS

- Divertirsi
- Trovare sistemi di relazione nuovi
- Sperimentare nuove strade per migliorare la performance

USER PERSONA
X10Y
Express Your Truth™



Michele Evangelista
39, Sportivo, Coniugato, Como

ALLEGRO | VOLENTEROSO | SPORTIVO | AMICHEVOLE

“ Dove puoi arrivare? Dipende solo dalla tua testa. Fermo MAI!

ABOUT

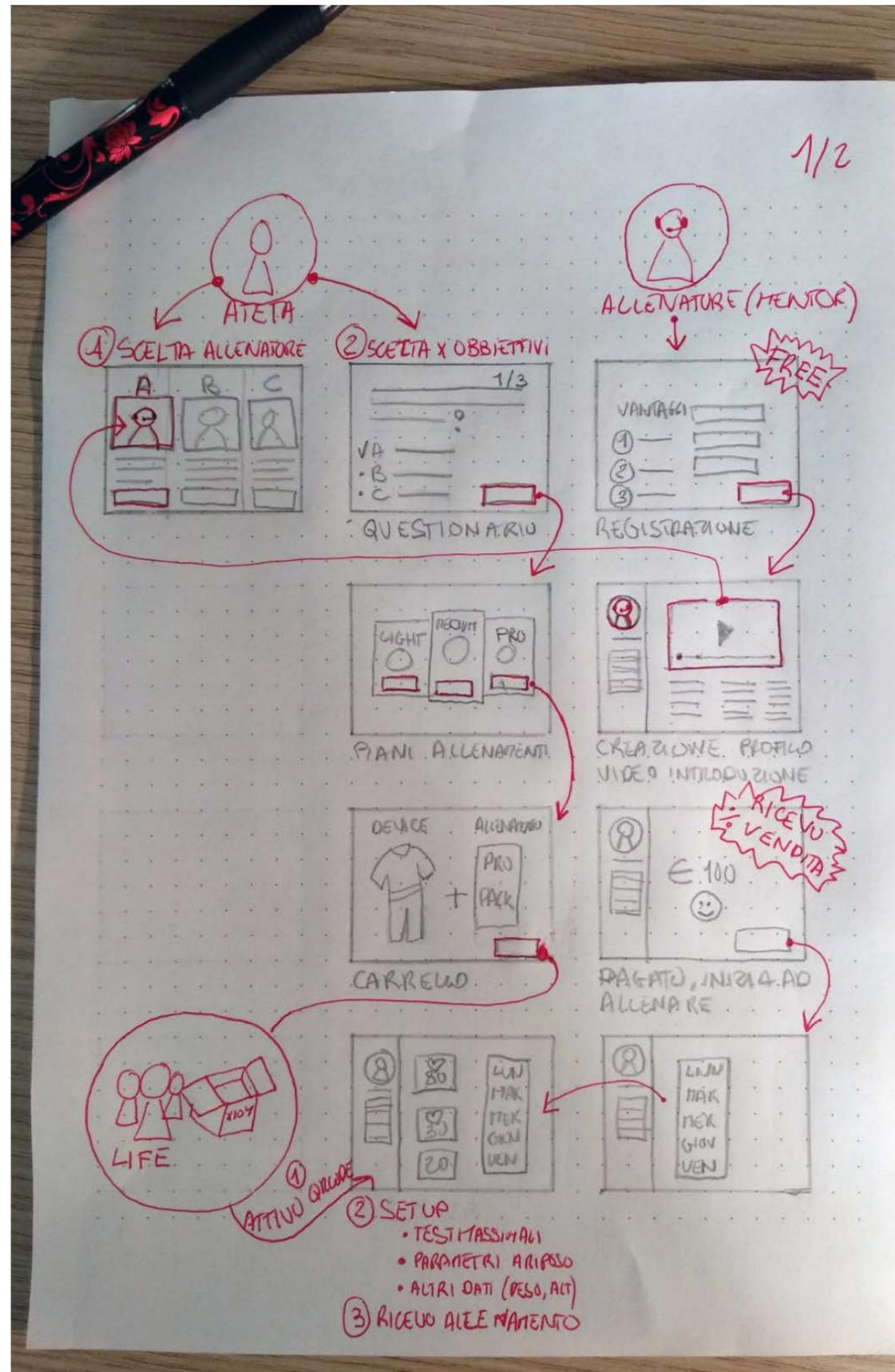
Sin da piccolo pratica sport. Comincia con il karate all'età di 5 anni e poi per seguire le orme di mamma e papà intraprende la via del canottaggio. Insegue il sogno olimpico in questa disciplina, ma gli eventi della vita lo allontanano. Ricomincia a fare sport e approda alla corsa, prima 5 km e poi l'amore per il trail e l'ultra trail. Ha percorso l'Australia da Darwin ad Adelaide, ha fatto il record nell'Alpe Adria Trail e continua tutt'oggi a

GOALS

- Superare i propri limiti.
- Voglia costante di scoprire.

NEEDS

- Trasmettere la propria passione.
- Entusiasmo ad ogni uscita.
- Testare nuovi prodotti.



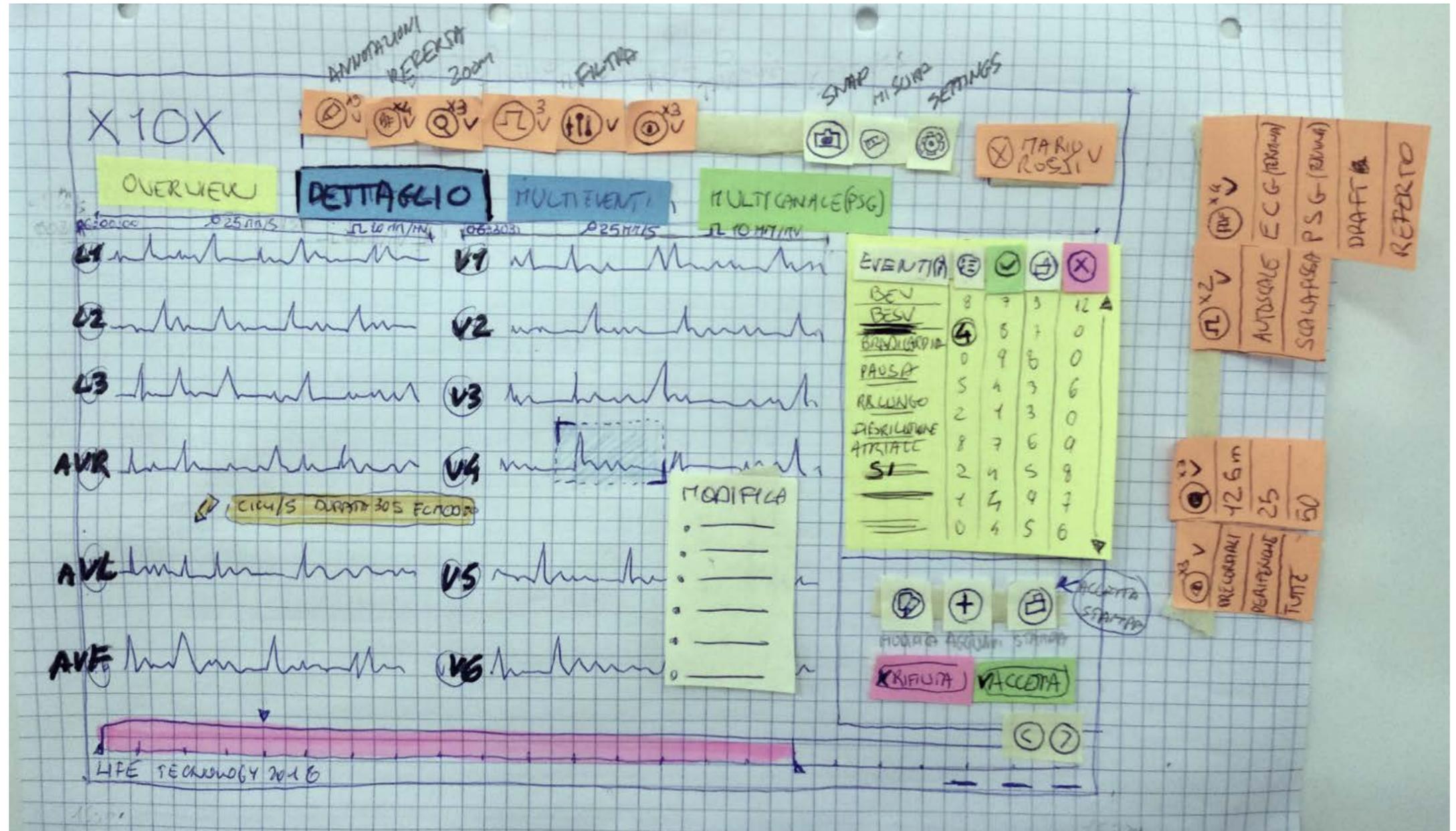
L.I.F.E.

UX DESIGNER

Process & What I Did

To start the redesign of the app, I proposed to Biomedical Engineers and doctors the activity of card sorting to check if the menu names were clear and easy to understand.

The result was to have created a new structure that **collects the contents.**



L.I.F.E.

UX DESIGNER

Outcomes & Lessons Learned

I didn't reach the goal that I had at the beginning of the project because during the project the goals changed.

I was a **good facilitator** for all the team, we released an MVP and **tested with doctors, patients, athletes and trainers.**

To keep the right direction of this complex project was not easy, I designed and shared with my colleagues the Ecosystem Maps and the User Journey maps so these tools helped manage the design of **complex services.**



BEFORE AFTER
+ 65% User Satisfaction

CASE STUDIES

OTHER PROJECTS

UI AND GRAPHIC DESIGN, ILLUSTRATION AND ANIMATION.

Merk

2007
HEALTH SERVICES
APP

Problems: To create an app that helps patients perform exercises aimed at the rehabilitation of certain diseases.

Process: I worked with the doctors and the company on a content structure, designing the navigation flows.

Outcomes: The company then distributed the app in the medical studies.

 **MERCK SHARP & DOHME**

INDICE

ESCI

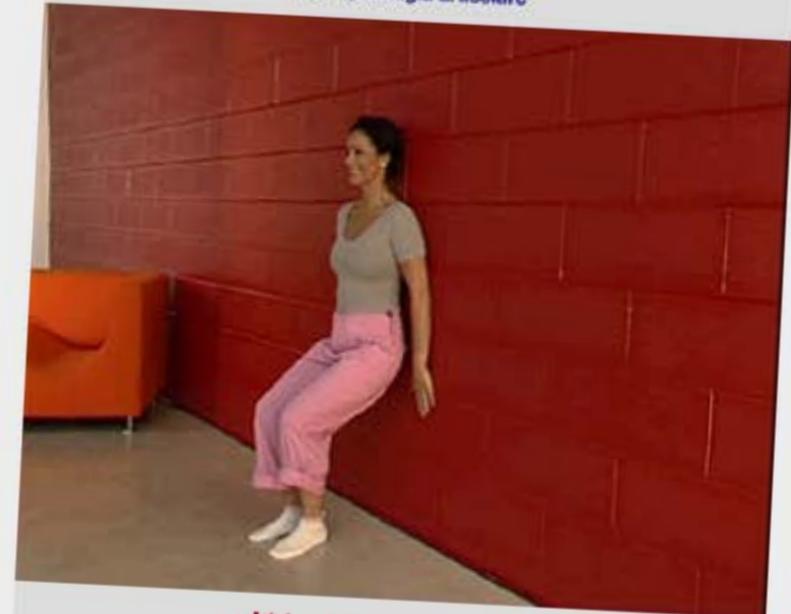
ARTI SUPERIORI POLSO

- ESTENSIONE
- ROTAZIONE
- CIRCONDUZIONE
- MOBILIZZAZIONE GLOBALE DI MANO E POLSO

- fisiologia articolare
- igiene di vita
- patologia articolare
- curiosità

STRATEGIE RIABILITATIVE

nella patologia articolare



a cura di:

Dott. **Giorgio Gandolini** specialista in Reumatologia e di **Michele Romano** terapista della Riabilitazione.

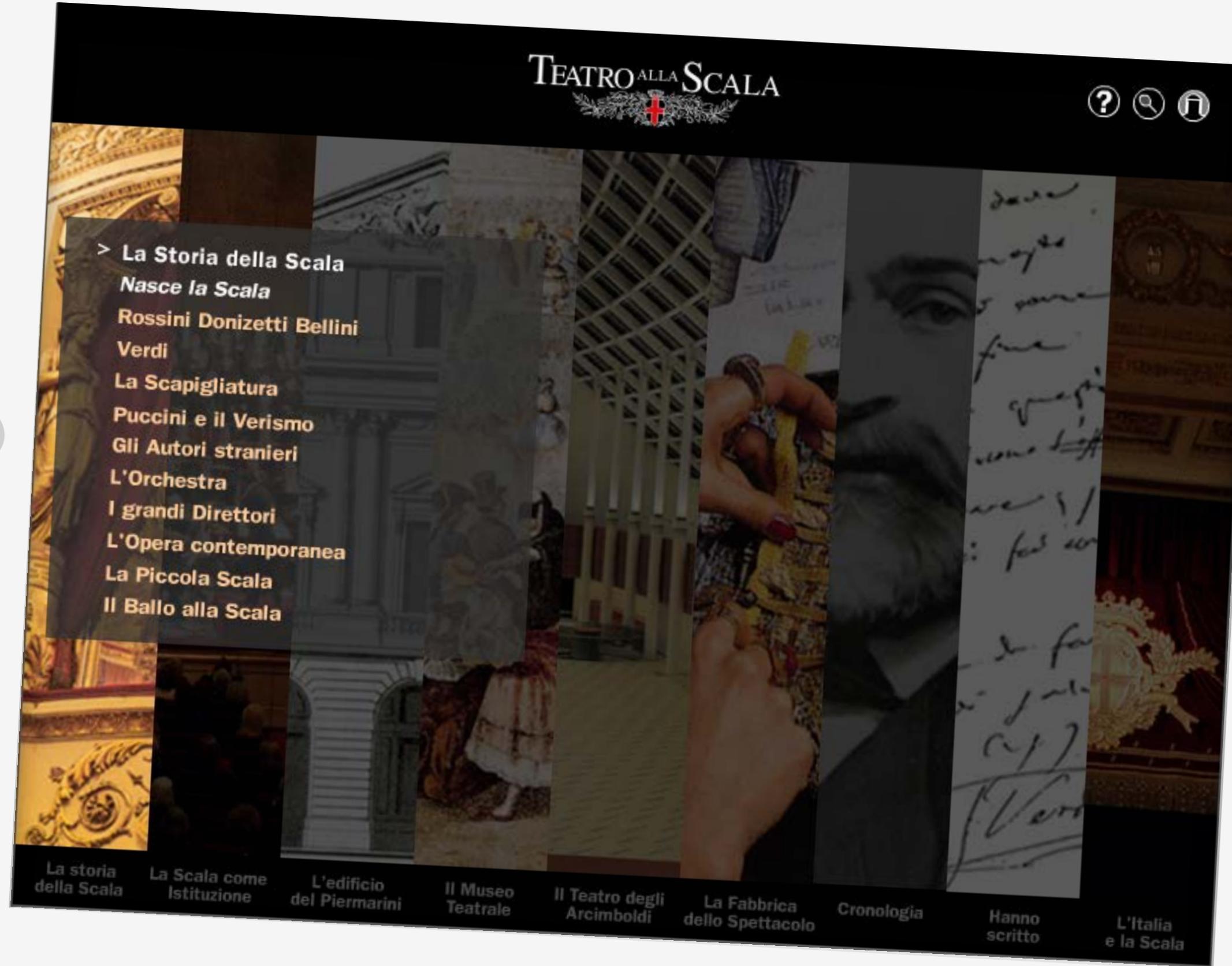
Teatro Alla Scala

2002/2003
ENTERTAINMENT
APP

Problem: With a multidisciplinary team with project managers, developers, video makers, and other designers we created a big digital archive.

Process: I created different UI elements, icons and 2D animation.

Outcomes: The journal "Il Giornale" has distributed it in all Italian newsstands.



Mini Vegas Group

2002/2003
GAMING
APP

Problem: With an international team, I designed a prototype for an online roulette.

Process: I observed players and I studied the game, after that, I discussed the idea with the devs, flow and wireframe and final prototype test with the users.

Outcomes: We started to produce the game but the project has been due to its expensiveness it has been discarded.



L'Oréal

2003/2007
BEAUTY
GAME

Problem: To create a sales support gadget.

Process: Starting from the character on the product packaging together with the marketing team, I designed an advergame. I designed backgrounds and assets.

Outcomes: The game was distributed along with the children's solar line.

In my career I worked
also as a Illustrator

[SEE MY PORTFOLIO](#)



Bubble Magic World

2015/2016
GAMING
APP

Problem: I collaborated with a developer to create a new game, we met in Makeitapp community.

Process: The game existed I created a new story, new characters and UI elements.

Outcomes: The game was promoted by MakeitApp and distribute on Apple and Google store.



[Go to the project](#) →

La Balena Pancia Piena

2011 TODAY
ENTERTAINMENT
APP, BOOKS AND WEBSITE

Challenge: to create apps and digital books for children and would-be parents.

Approach: Starting from the first story I created a world of characters. I designed two multilingual apps and a tactile book for blind children.

Results: I have self-produced the project and won several awards and many teachers, families and children have read my books.



GoWare

2015
ENTERTAINMENT
E-BOOK & AUDIO BOOK

Challenge: To draw a series of digital illustrations for a children's book.

Approach: After reading the story I identified the key moments. I wanted illustrations to be based on real people, so I studied my photographs as a child and captured their expression.

Outcomes: The books have been distributed on various platforms like Amazon and Feltrinelli by goWare.



[Go to the project](#) →

Arcade Multigame

1995/1999
ENTERTAINMENT
GAMES

Challenge: Designing together with developers arcade games.

Approach: Focusing on the classic arcade games I studied the story, the characters and pixel by pixel the UI interface.

Results: The games are have had distributed in the Italians market. It was my first interaction with UI, I learned a lot working with a restricted color palette and pixel, now it is called pixel art :-)



PORTFOLIO
THANKS.



Paola Ambrosecchia

UX Designer & Visual Thinker 🍌

paola@ambrosecchia.it

www.ambrosecchia.it