

PORTFOLIO

PAOLA AMBROSECCHIA

Manager, CX/UX Design

Hi, I Am Paola Ambrosecchia

With over 25 years of experience, I am a **UX Manager** with a strategic vision and a pragmatic mindset a versatile leader skilled at engaging **cross-functional teams**, facilitating complex processes, and keeping the user experience at the core.

I thrive in collaborative environments and am constantly exploring new technologies to enhance my skills.

SKILLS

- UX Strategy & Design Leadership
- User Research & Journey Mapping
- Workshop & Meeting Facilitation
- Accessibility & Inclusive Design
- Wireframing & Prototyping
- Management & Mentorship

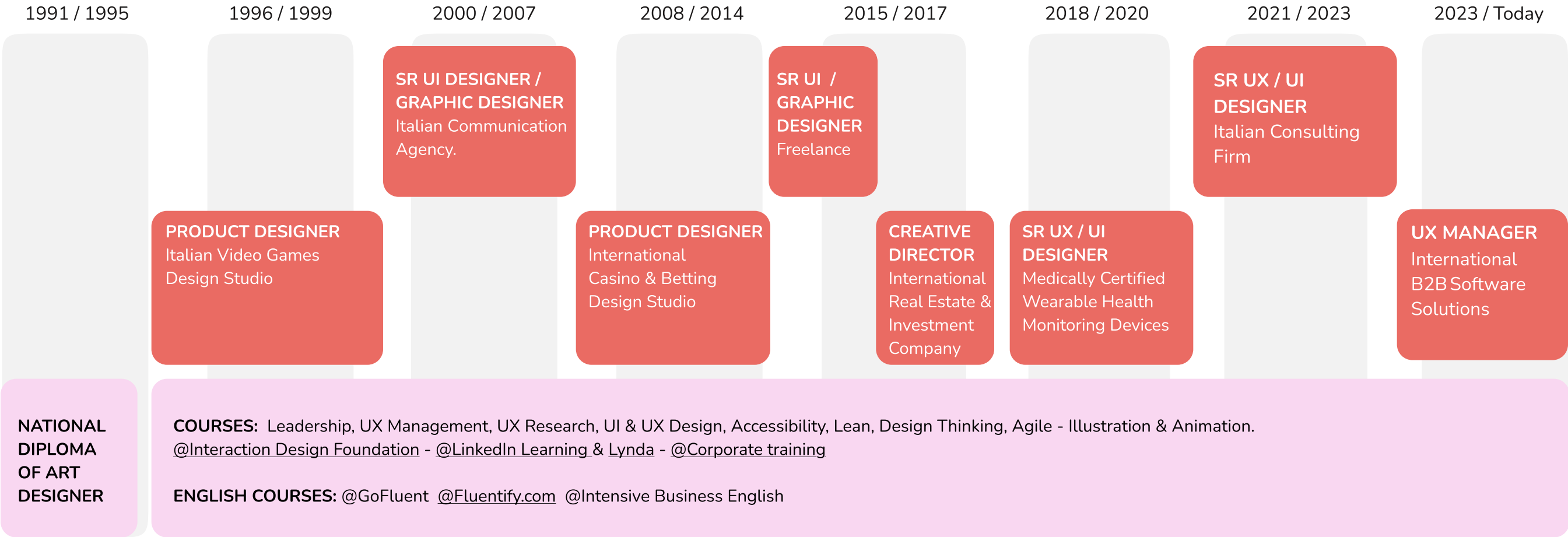
METHODOLOGY

- Lean UX & Service Design
- Design Thinking & Sprint
- Co-Design
- Agile



My Career

+25 YEARS OF EXPERIENCE



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
- R&D Teams

INDUSTRIES

- Real estate
- Gaming & Gambling
- Healthcare
- Telco
- Tax & Account

- Tech
- Publishing
- Energy
- Manufacturing
- Sportswear

- Food
- Travel
- Beauty
- Kids
- Publishing

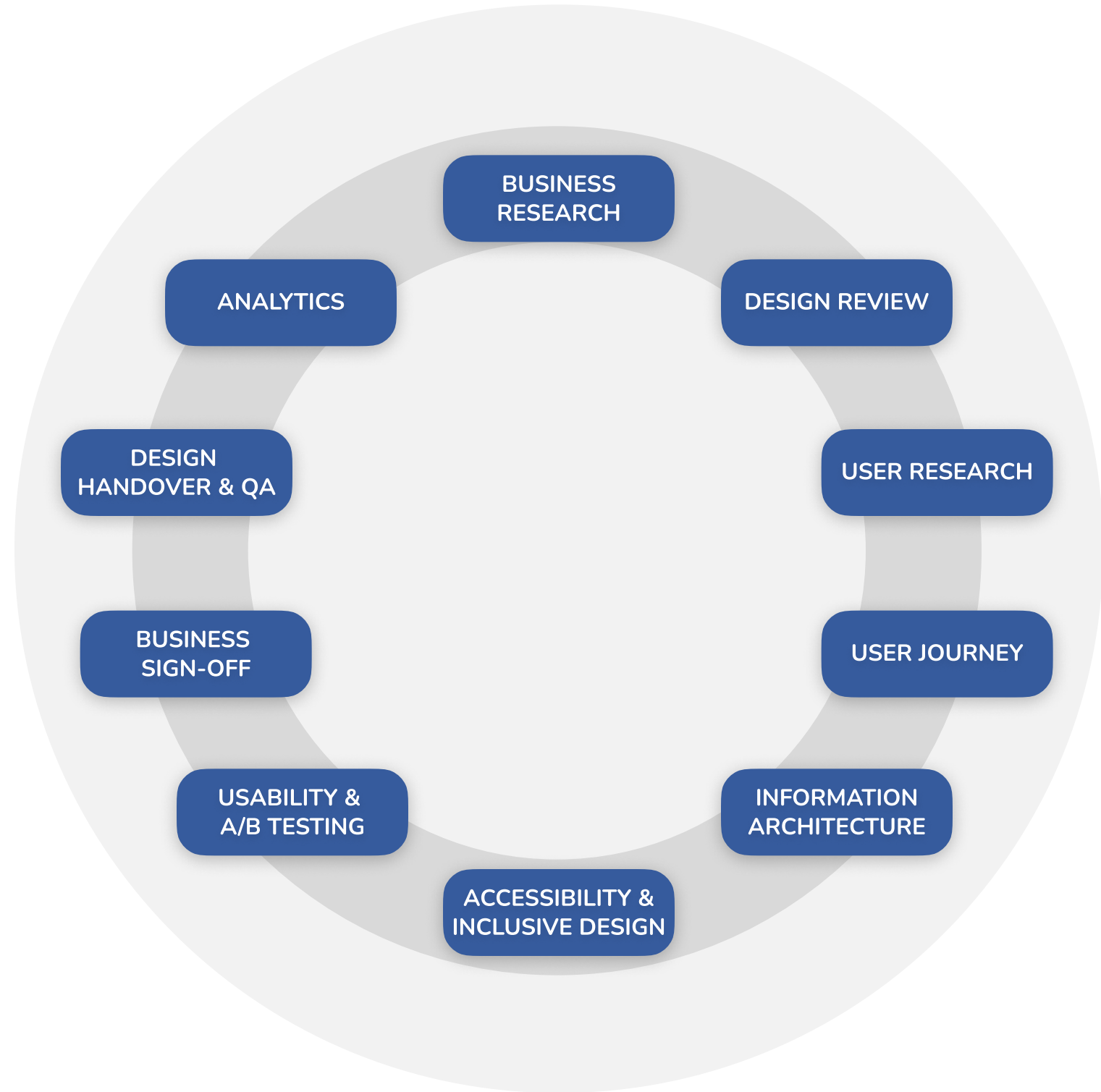
Process

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

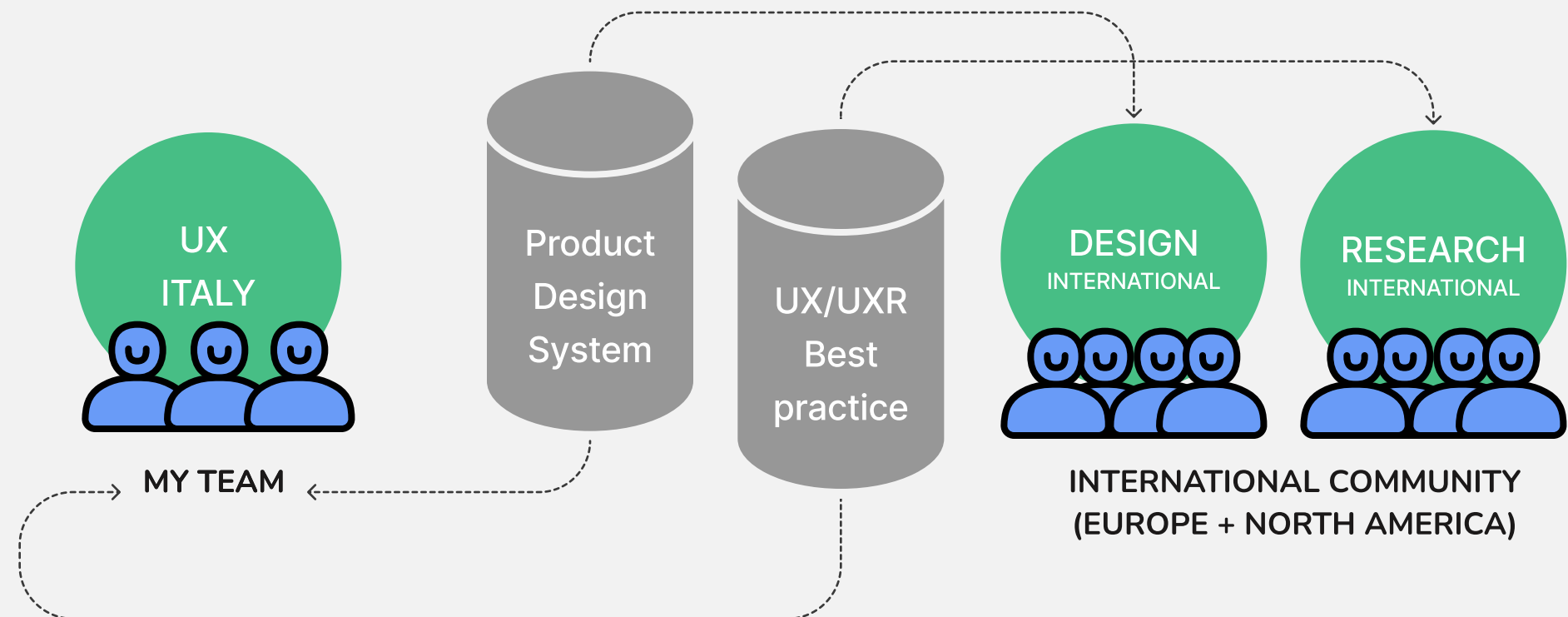
My team actively participates in the Wolters Kluwer design community, **sharing patterns, case studies, and tools.**

We regularly **contribute to our Product Design System** sessions enriching **patterns, accessibility, and interaction** specifications for Italian products.



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.



WOLTERS KLUWER

(2023-TODAY)

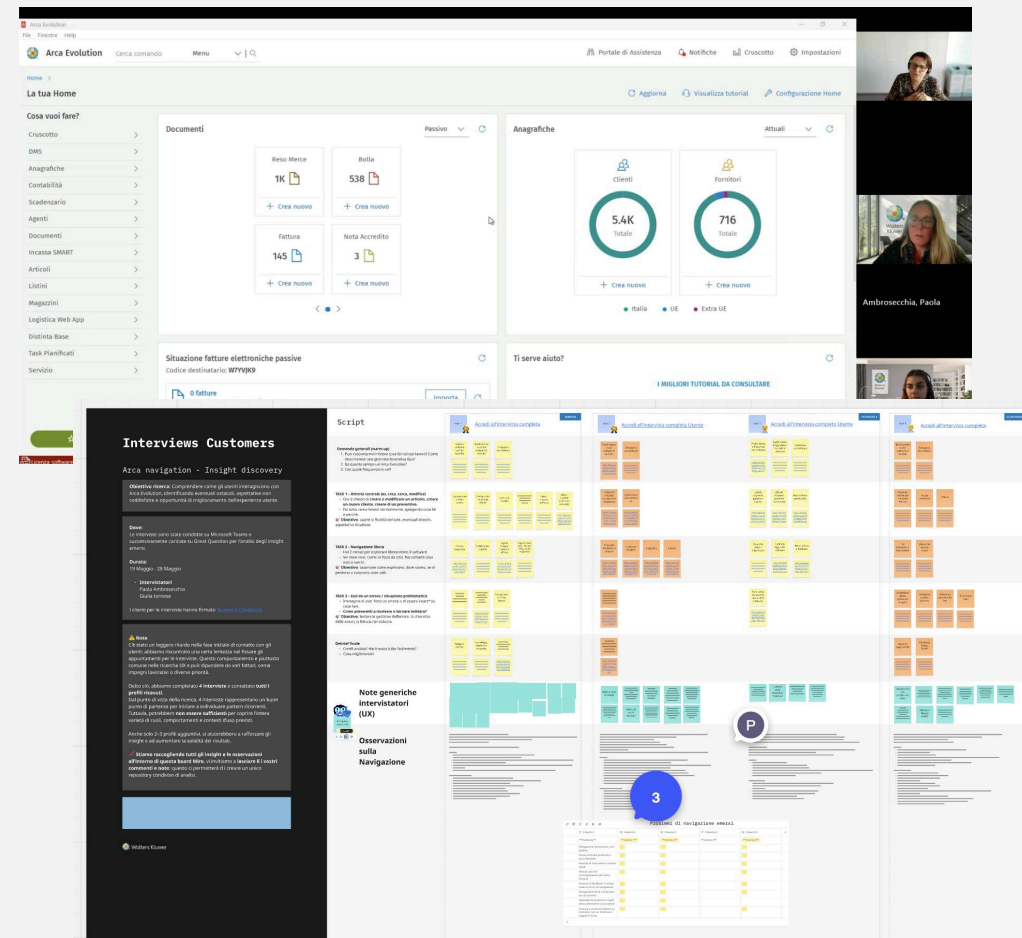
B2B SOFTWARE SOLUTIONS

🔧 Approccio

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

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

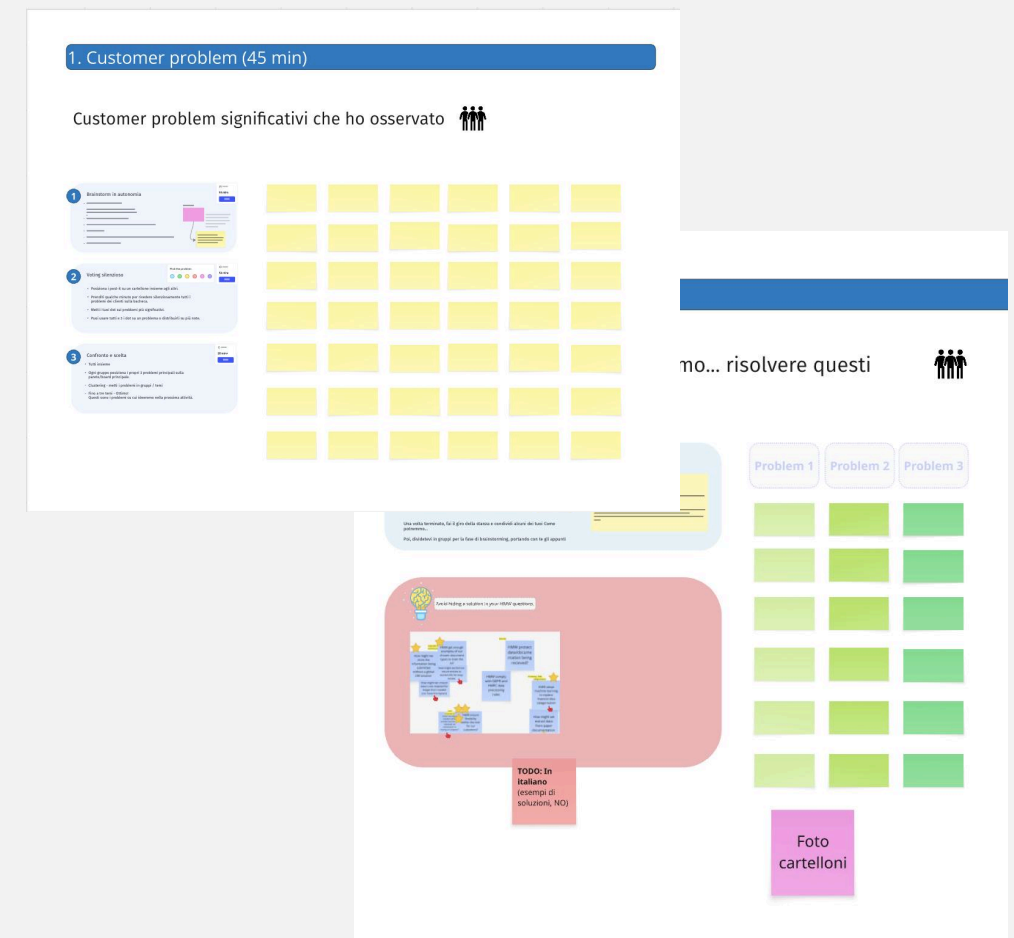
1. Customers Interviews



Research objective:

Understand how users interact with Arca Evolution, identifying potential obstacles, unmet expectations, and opportunities to improve the user experience.

2. Innovation Workshop



Goals (2 half-days):

- Frame your core hypothesis from real insights
- Apply critical and systems thinking
- Align on a shared direction
- Prepare for validation through structured experiments (e.g., Design Sprint)

🚀 Ongoing Goals for the Future

Shift from a **tech-driven** to a **design-driven** company

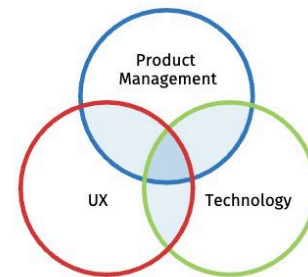
Improve collaboration within **cross-functional teams** (design, product, development).

Build a **centralized international design team**, align on shared tools, best practices, design system and design ops across.

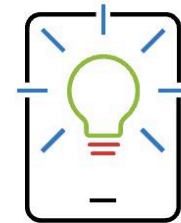
Launch **new research initiatives** and bring in the user perspective.

Key principles

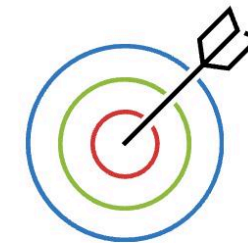
Four key principles for user-centered product design:



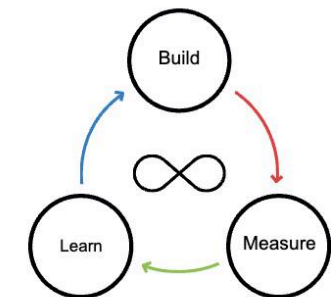
Principle 1
Shared understanding



Principle 2
Ideas come from anywhere



Principle 3
Outcomes over output



Principle 4
Build, measure, learn

"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

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.

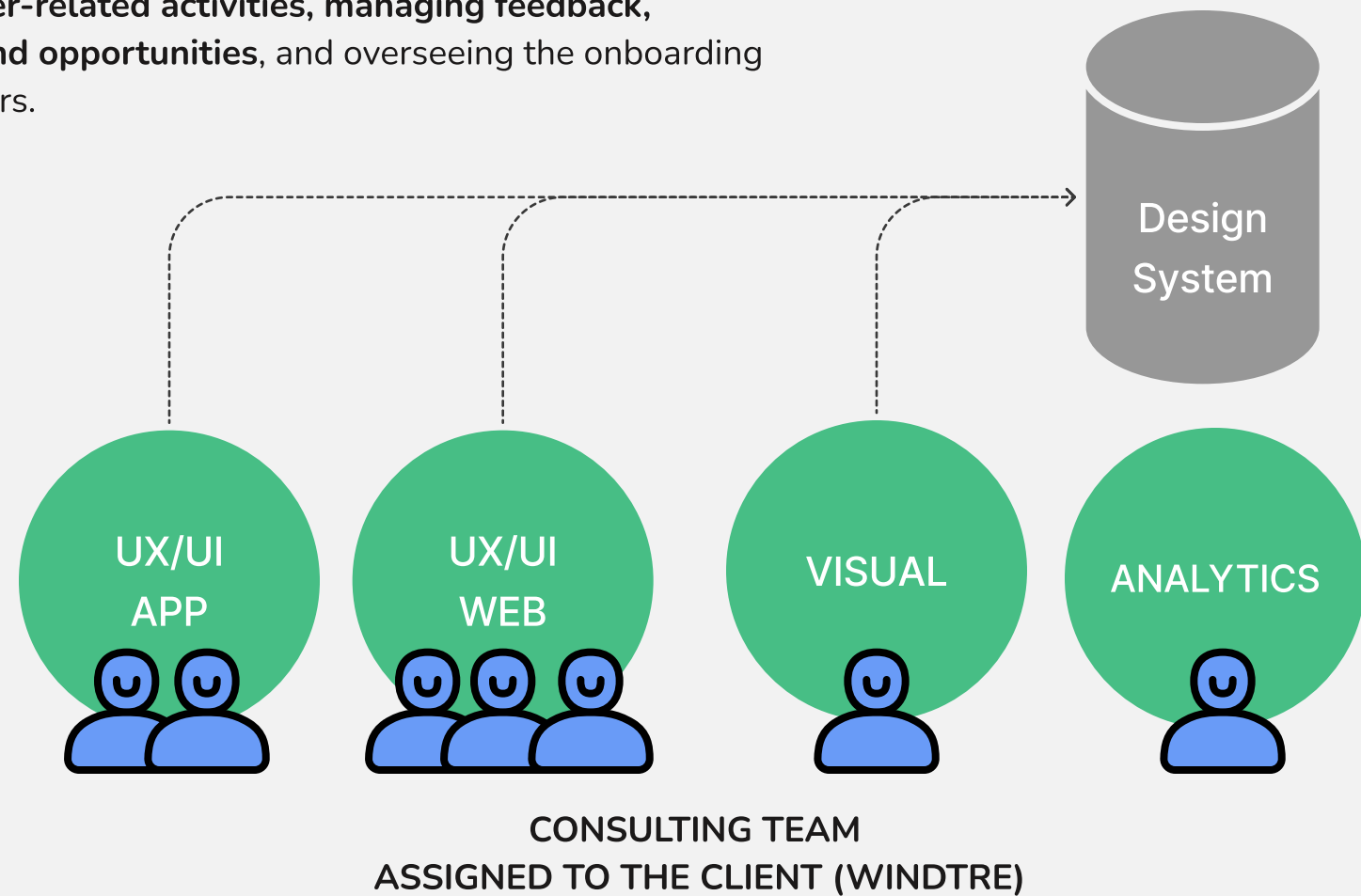
Use of collaborative tools (Figma, Miro) to create shared **workflows**.

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.



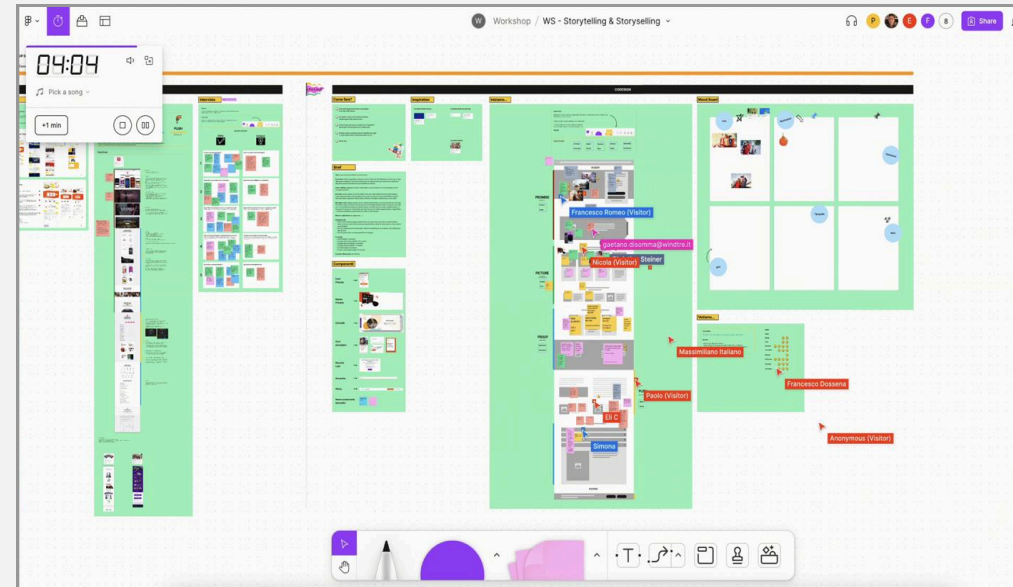
Approach

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.

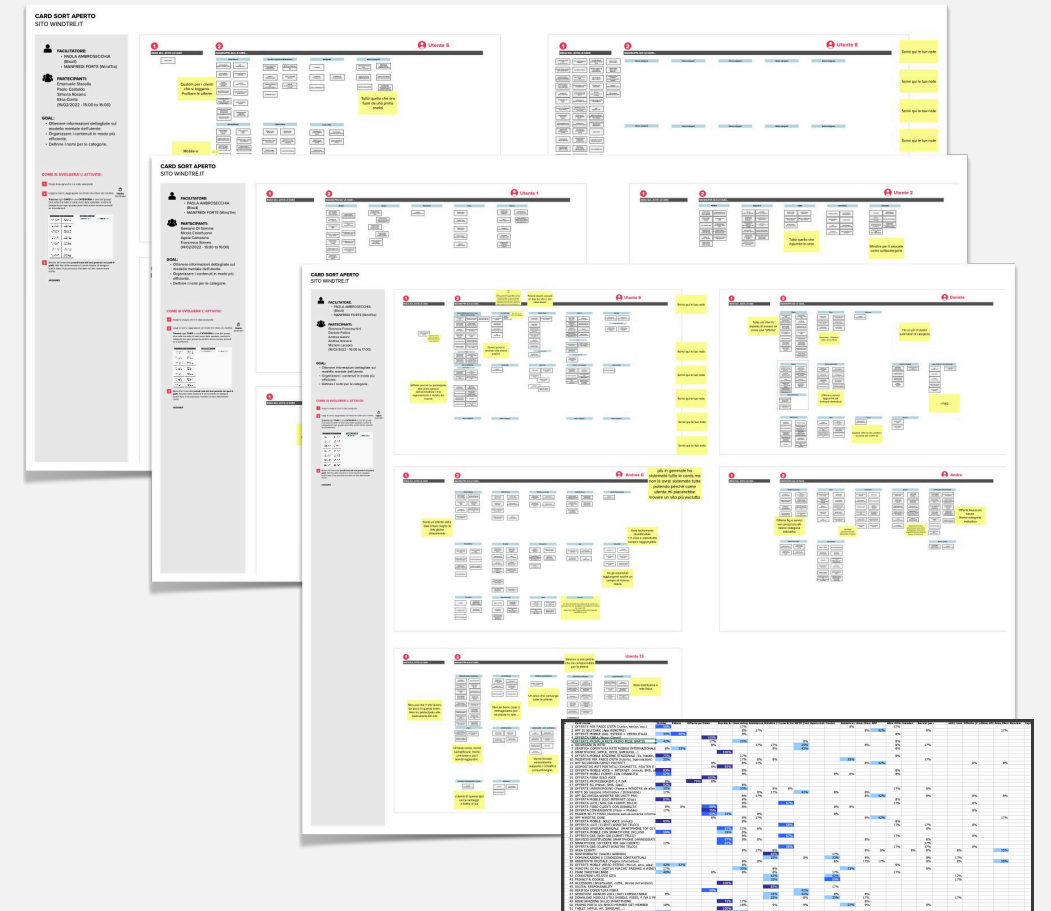
1. Workshop Storytelling & Storyselling



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.

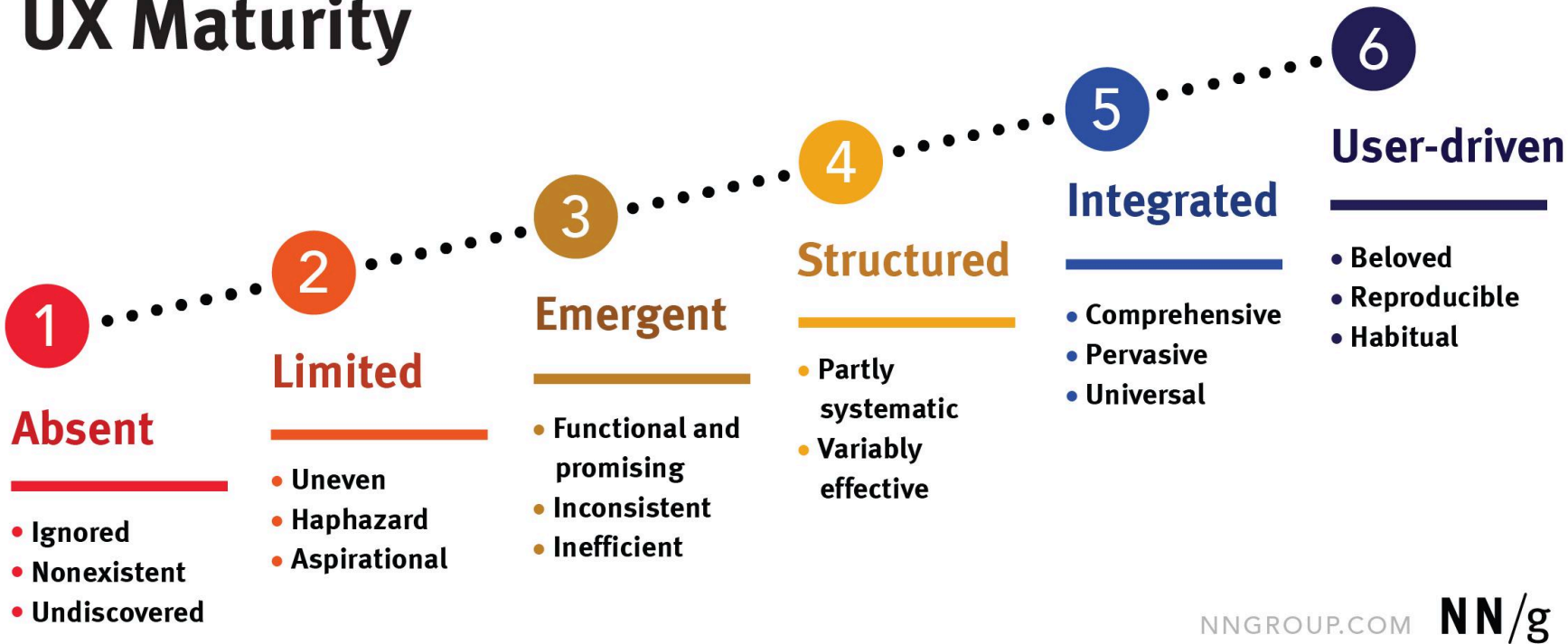
🚀 **Results**
Increased UX maturity within the team (measured through initial and final qualitative audits).

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*

Stages of UX Maturity



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

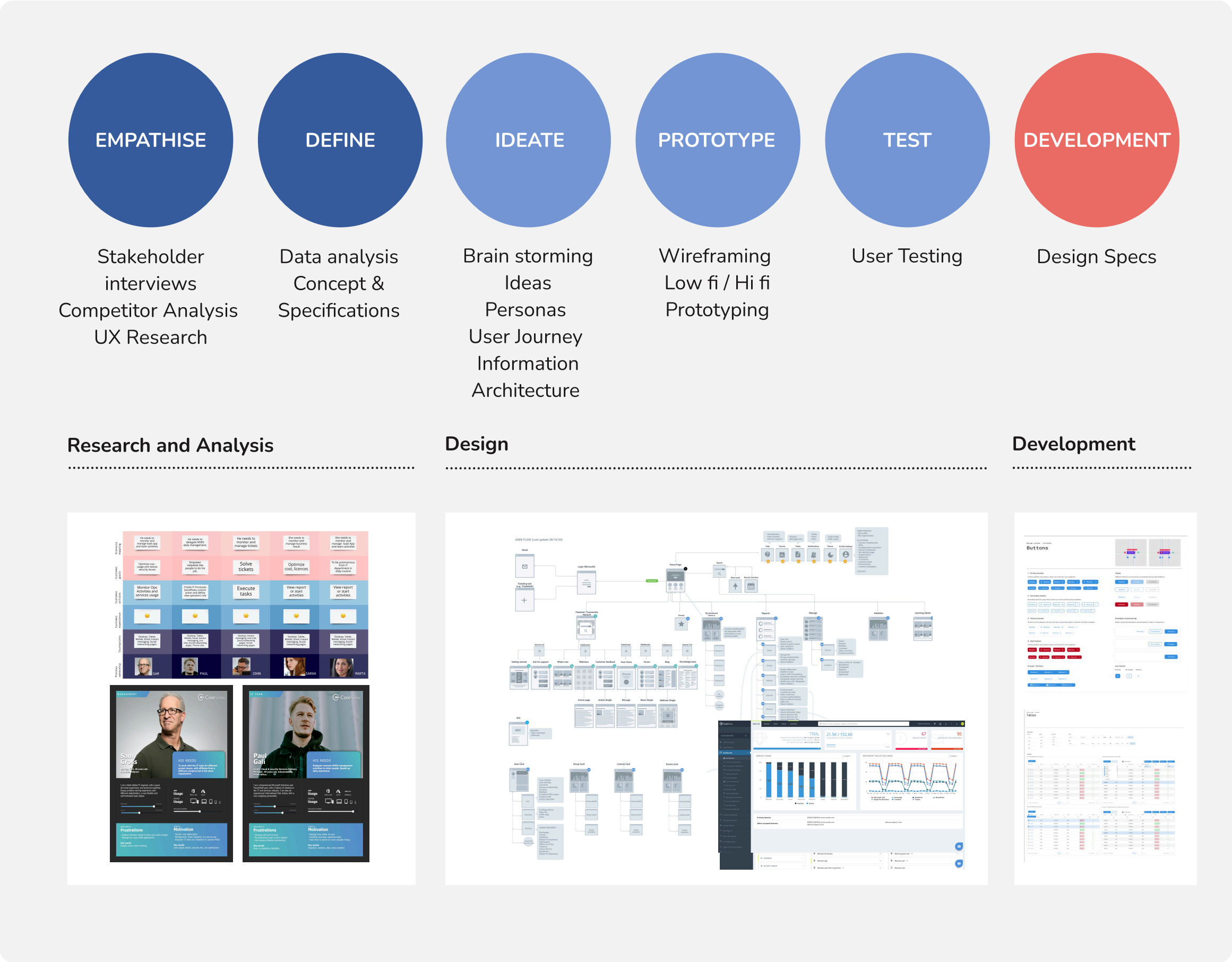
@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

🔧 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



COREVIEW

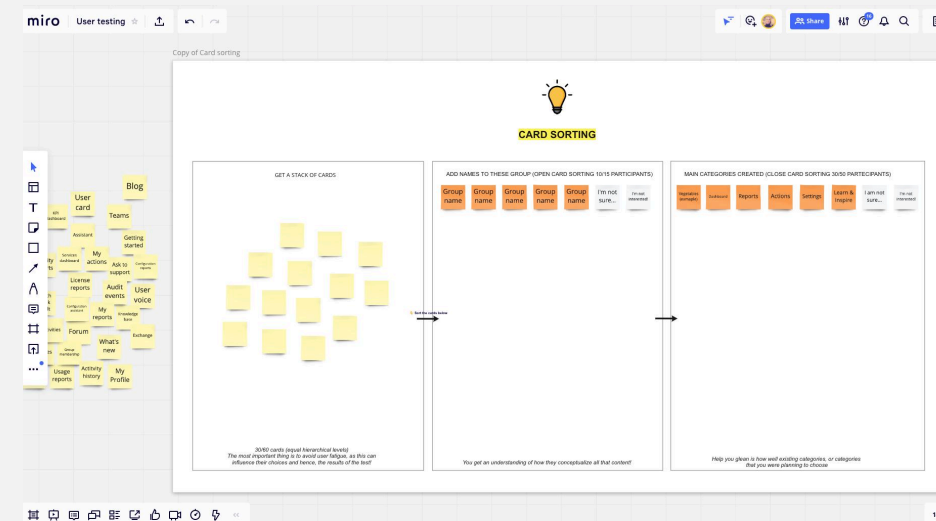
@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

🔧 Approach

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

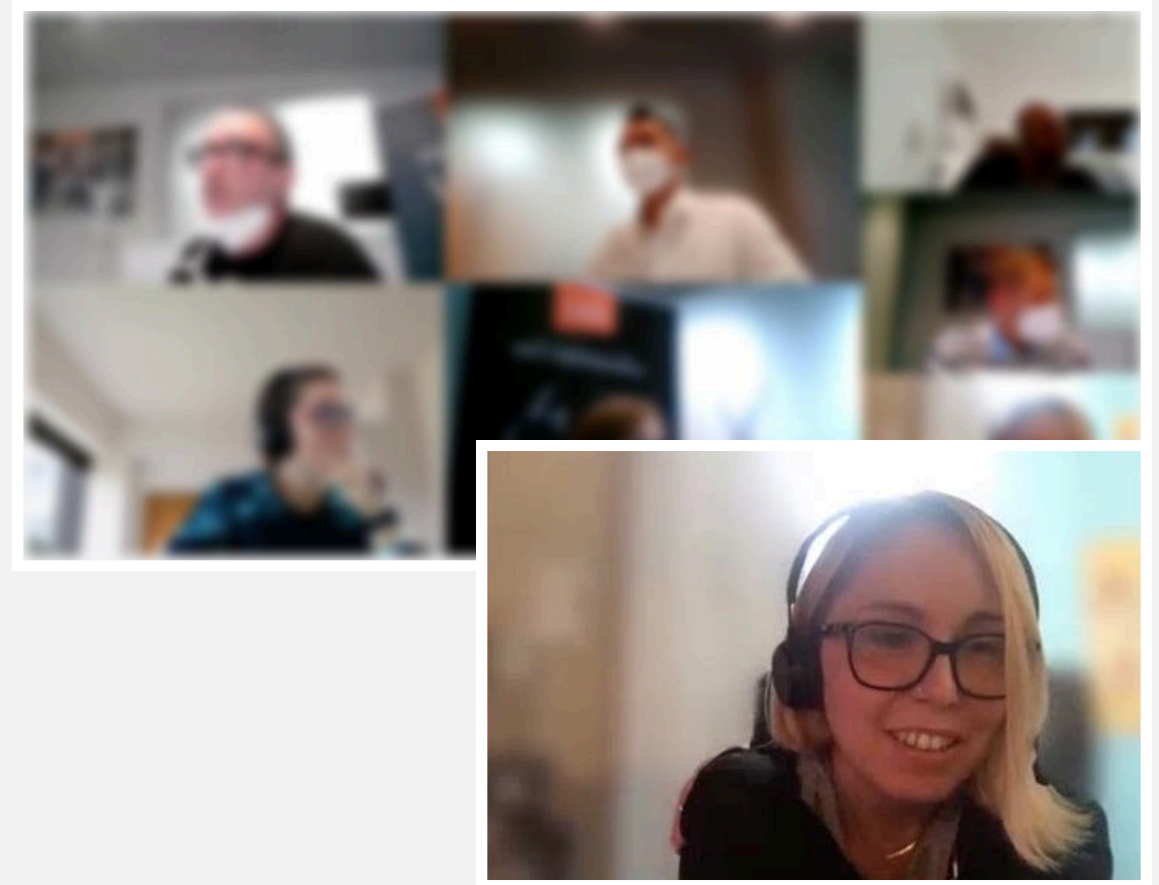
Created clear and well-documented **UX deliverables** for **complex flows** (permissions, license management, KPI dashboards).

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



3. Like and don't like (1)

- white space
- no tabs
- light font
- dropdown domain picker
- drop down organizational unit
- boring
- Functional, but basic



COREVIEW

@4WARDPRO (2020-2021)
ITALIAN CONSULTING FIRM

Results

Adoption of a continuous, traceable, and shared design process.

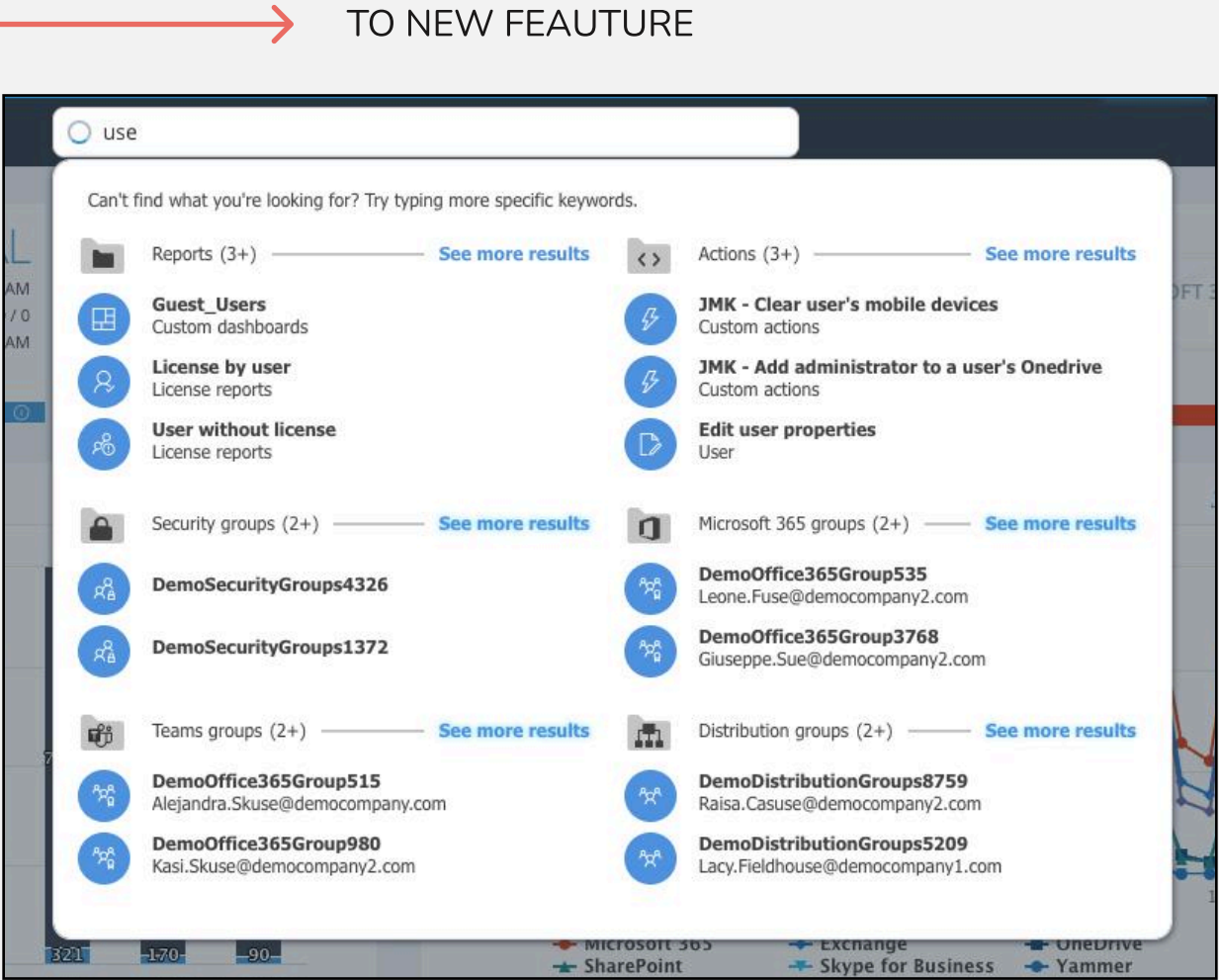
Improved alignment between product, development, and **design through shared rituals and tools** (Figma, Jira, Miro).

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



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

FROM SCRATCH



TO NEW FEATURE

+ 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.

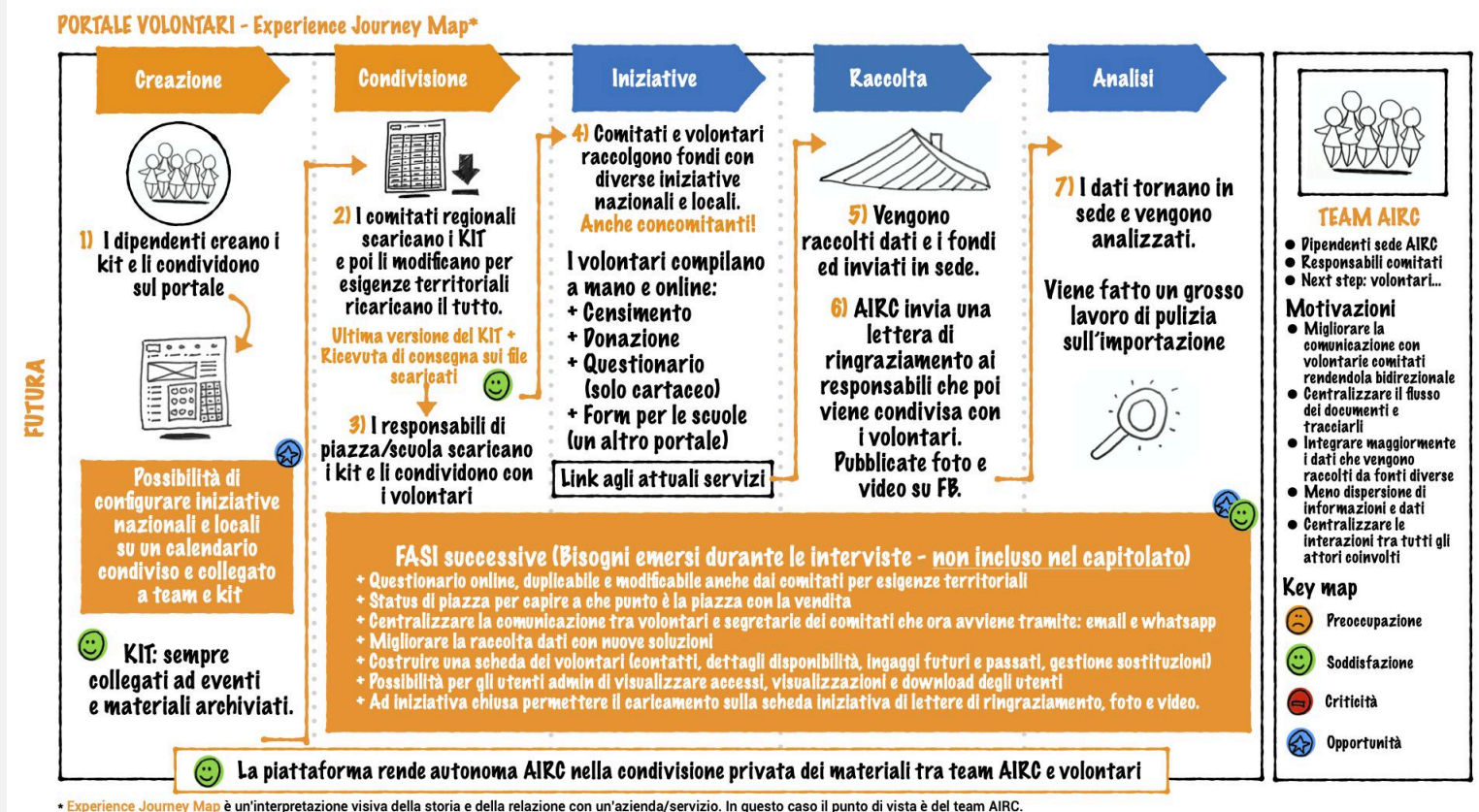
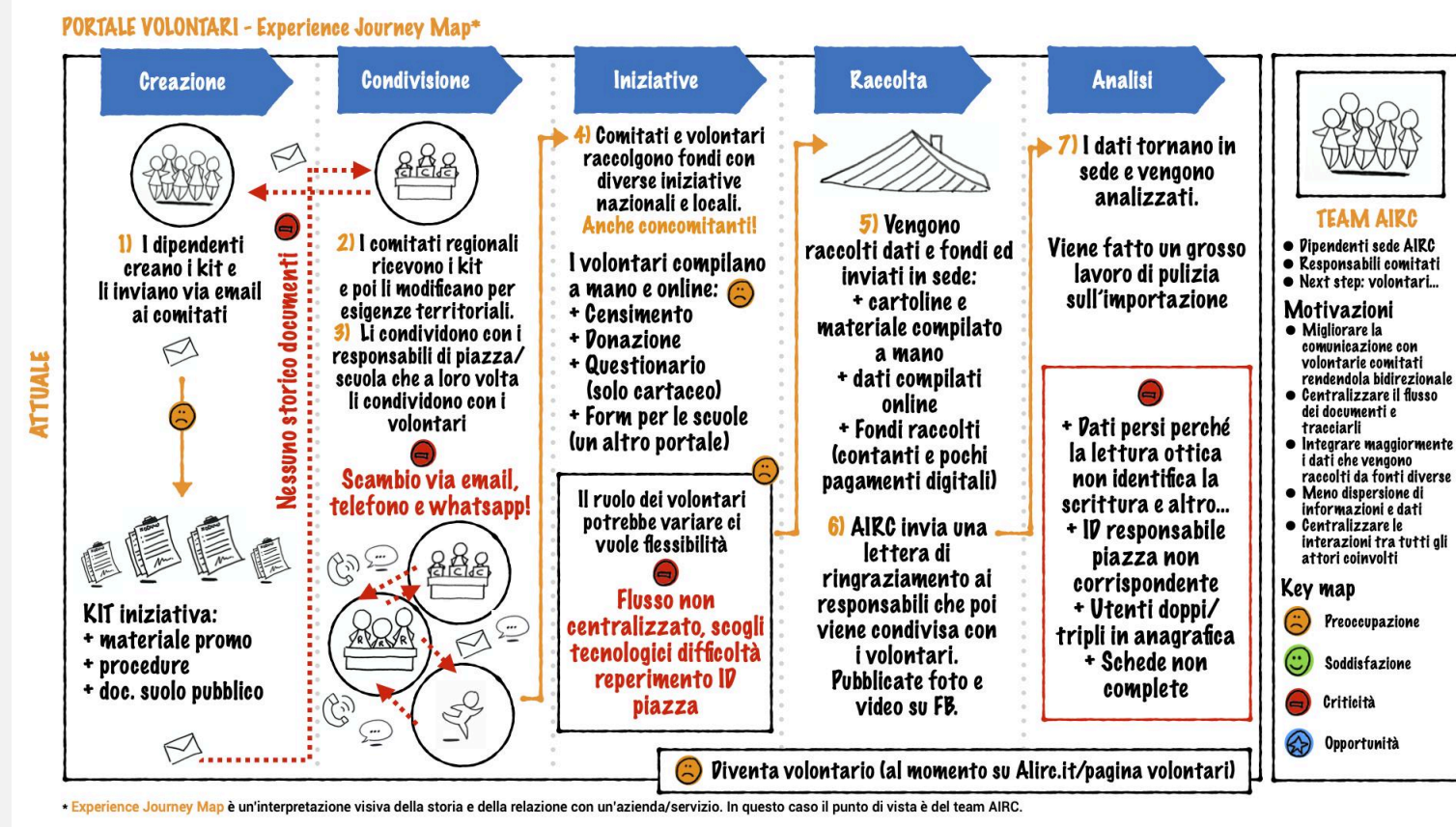


Approach

Requirements gathering:
understanding the needs
of volunteers.

My visual approach

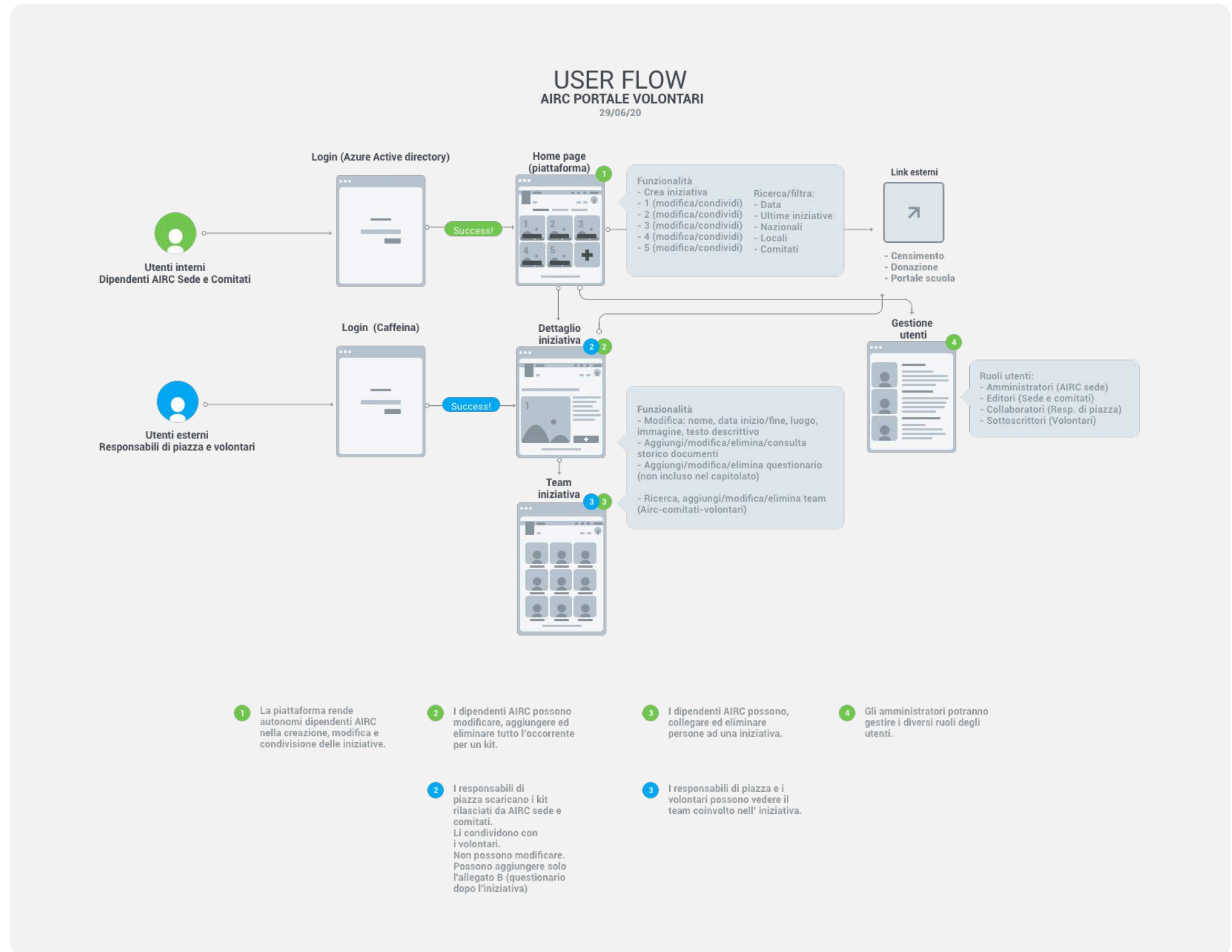
proved especially effective
in guiding decisions,
aligning expectations, and
facilitating collaboration
among teams with very
different backgrounds.



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**.



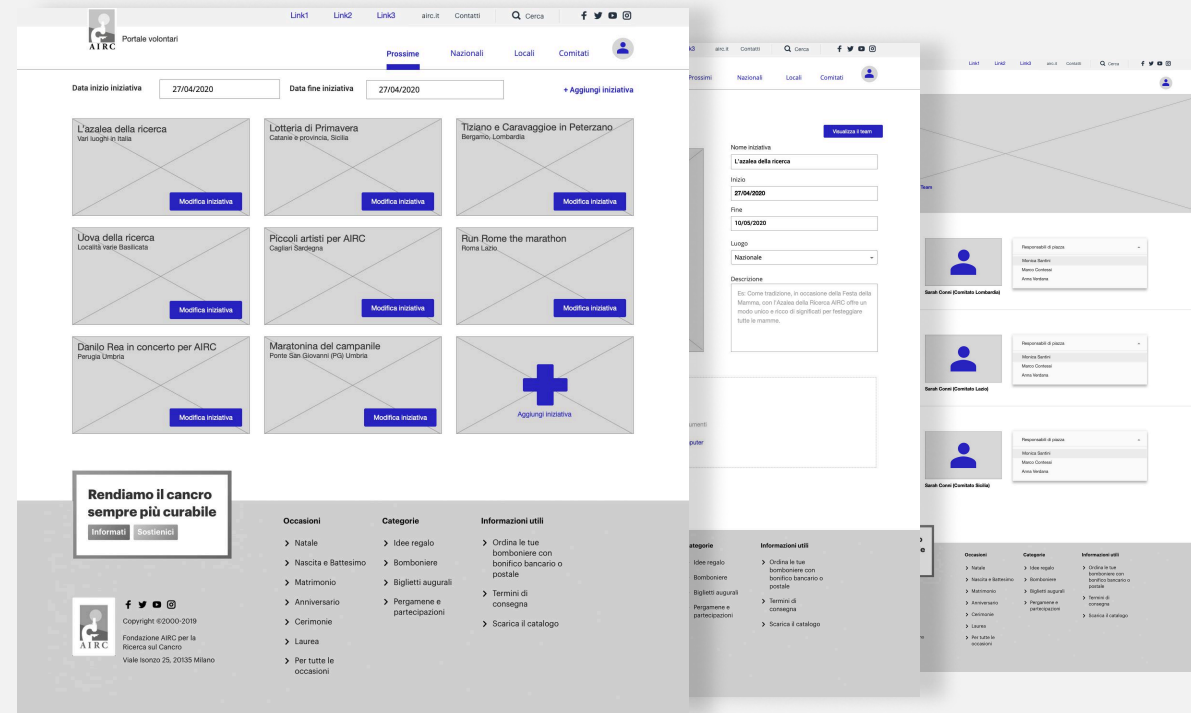
AIRC

@4WARDPRO (2019-2020)
ITALIAN CONSULTING FIRM

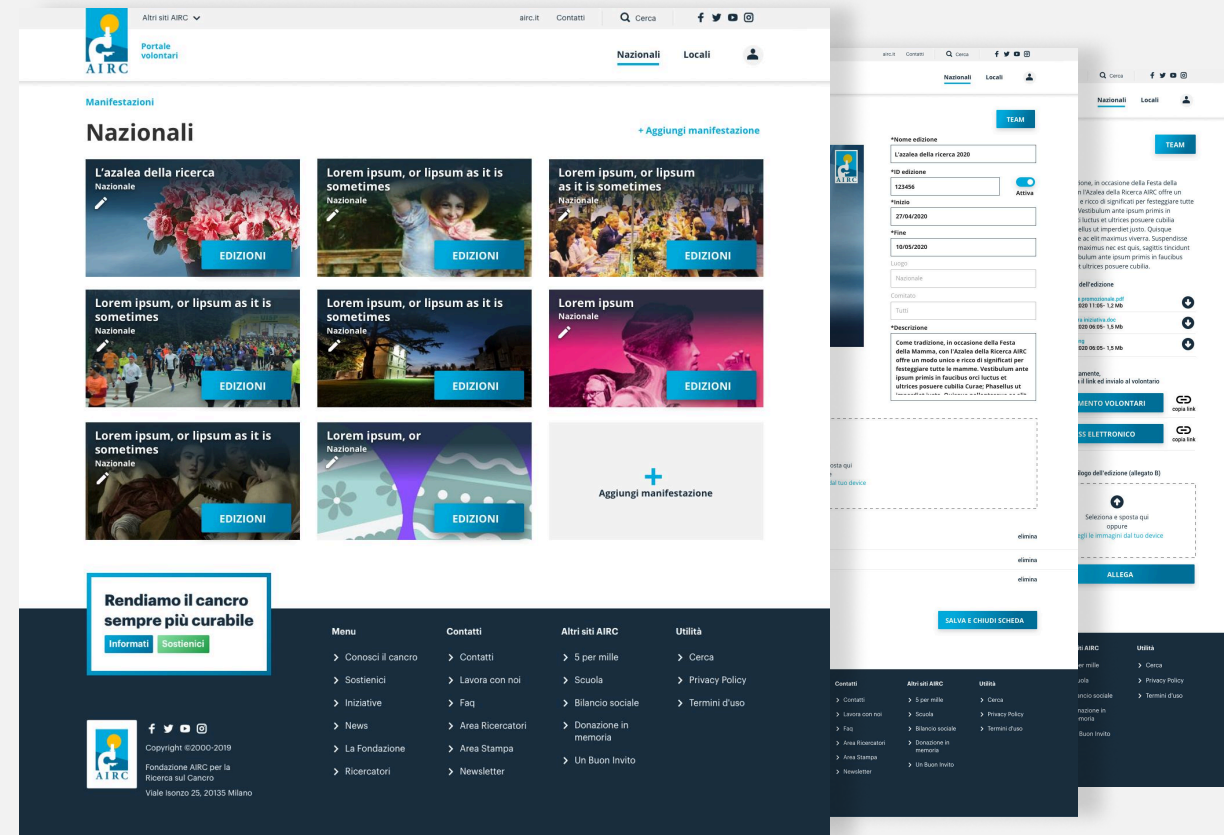
🚀 Results

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.



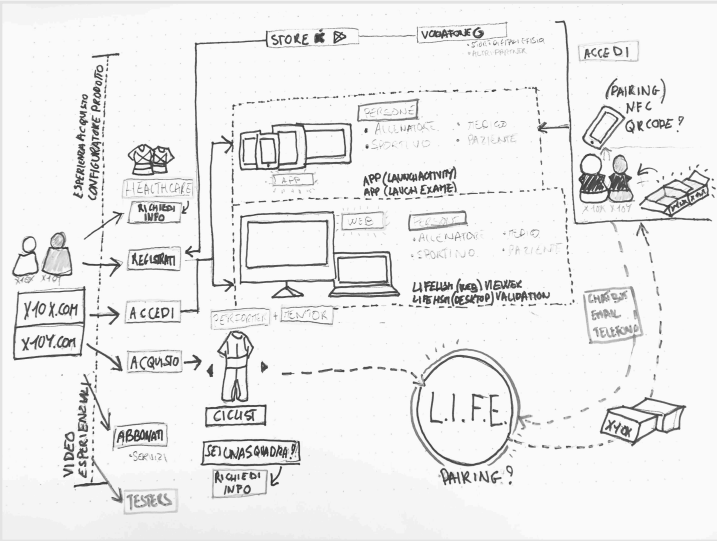
L.I.F.E.

(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.



USER PERSONA
X10Y
Espresso Your Style

Michele Evangelista
39, Sportivo, Coniugato, Como

ALLEGRO VOLENTEROSO SPORTIVO AMICHEVOLE

ABOUT

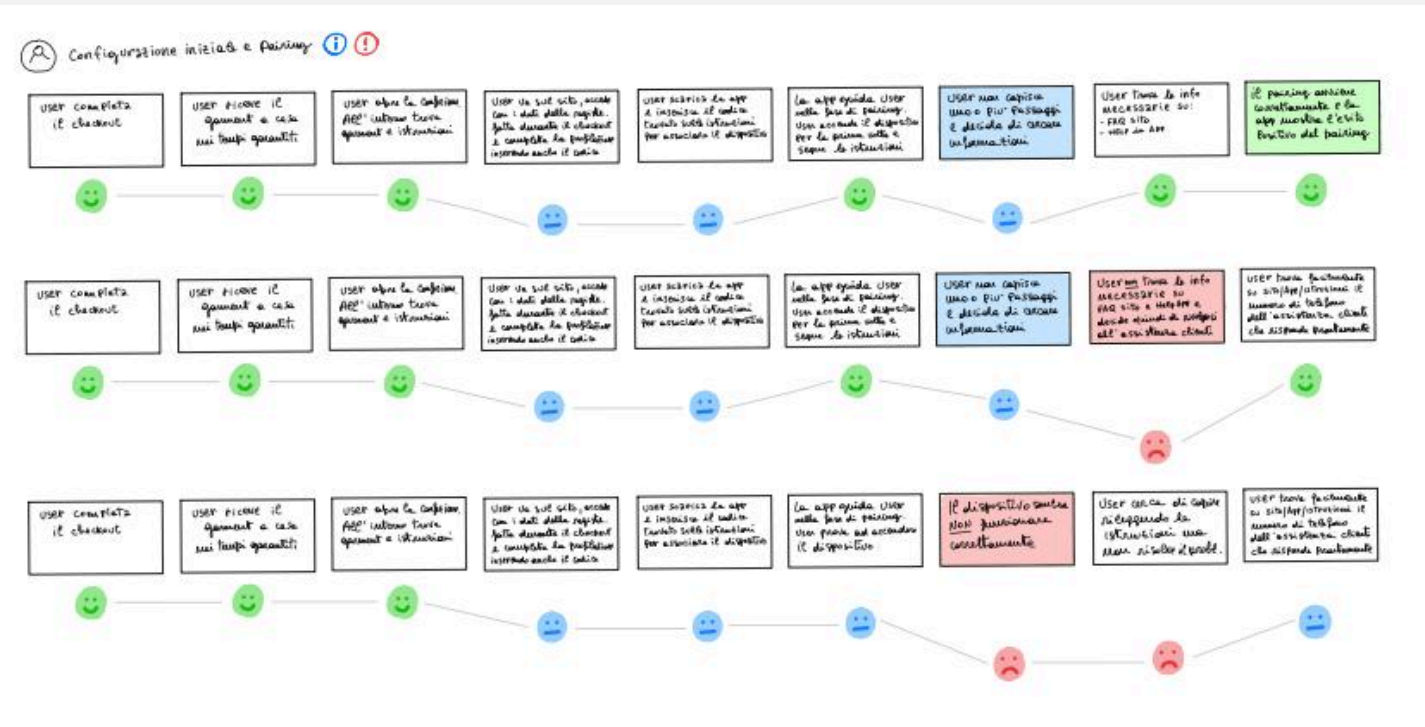
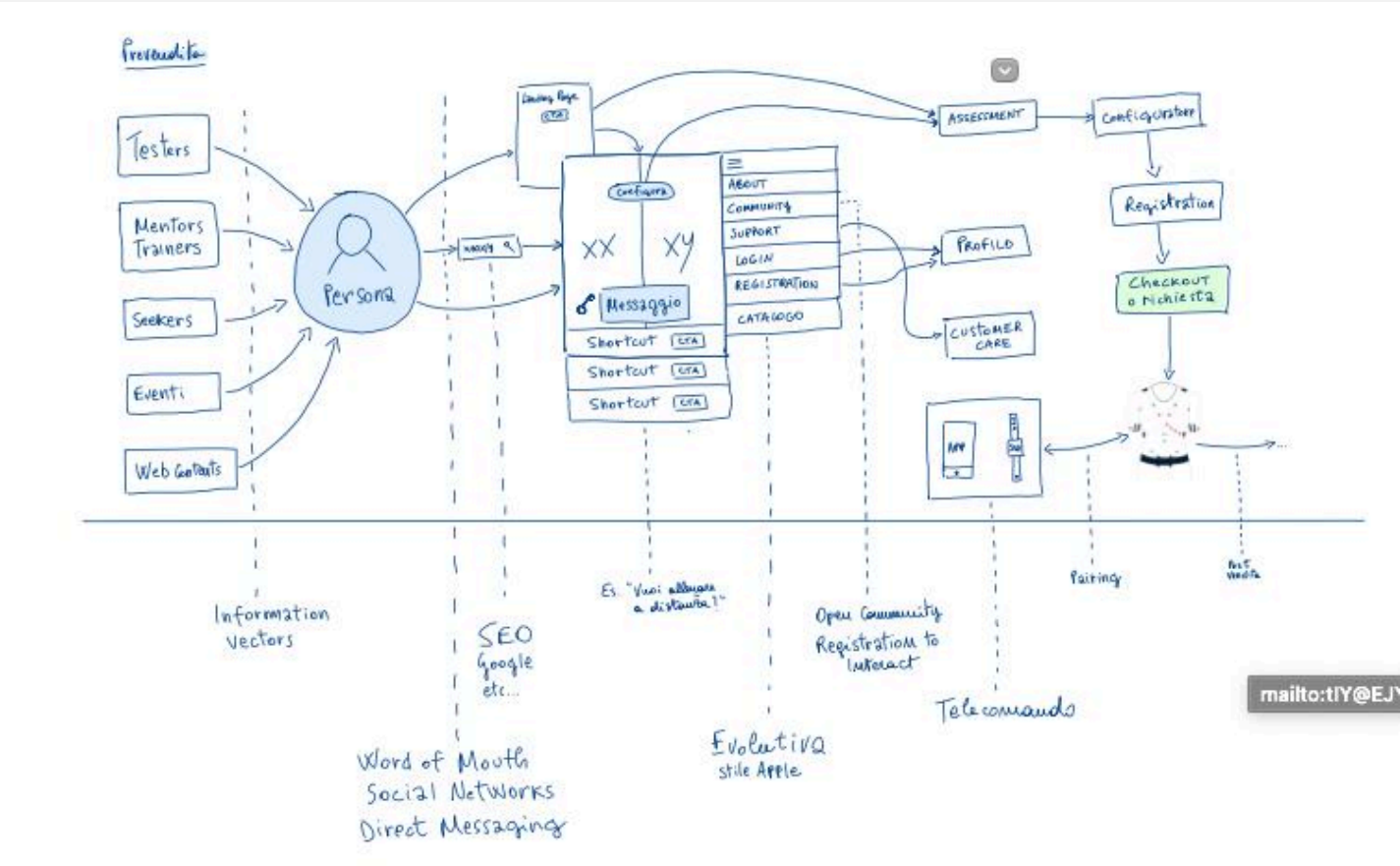
Sin da piccolo pratica sport. Comincia con il karate all'età di 5 anni e poi per seguire le orme di mamma e papà intraprende la via del canottaggio. Insegue il sogno olimpico in questa disciplina, ma gli eventi della vita lo allontanano. Ricomincia a fare sport e approda alla corsa, prima 5 km e poi 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.

(2020-2021)

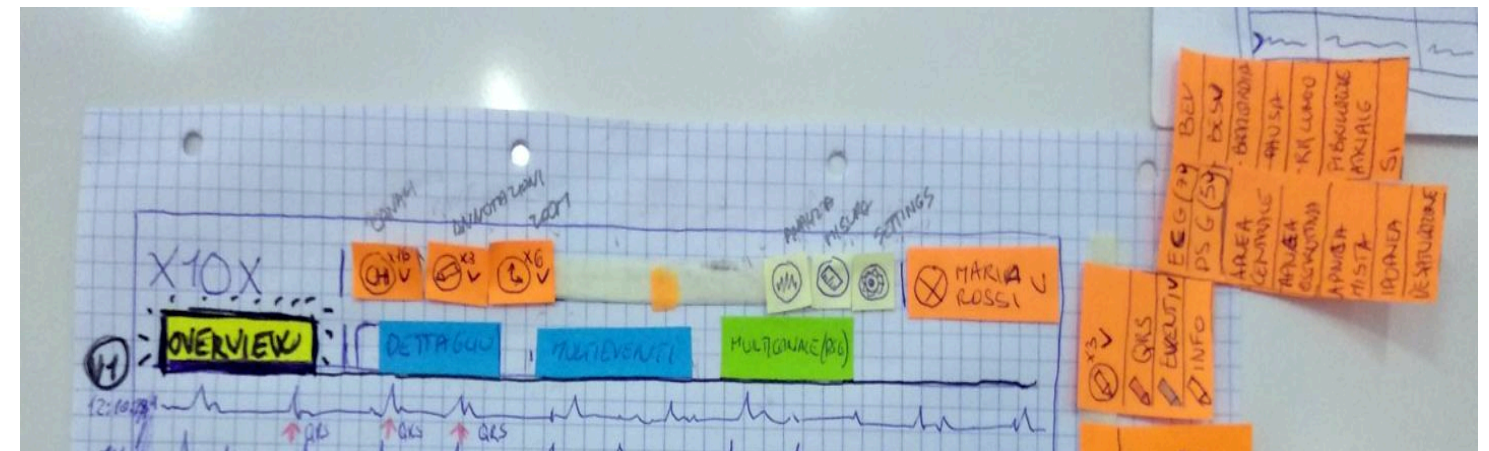
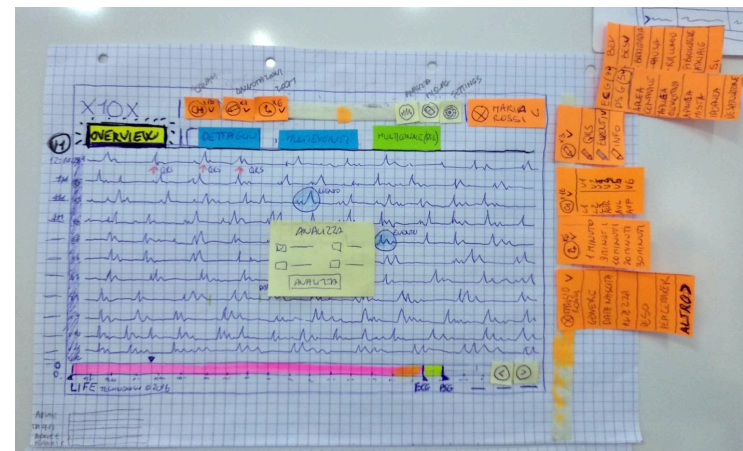
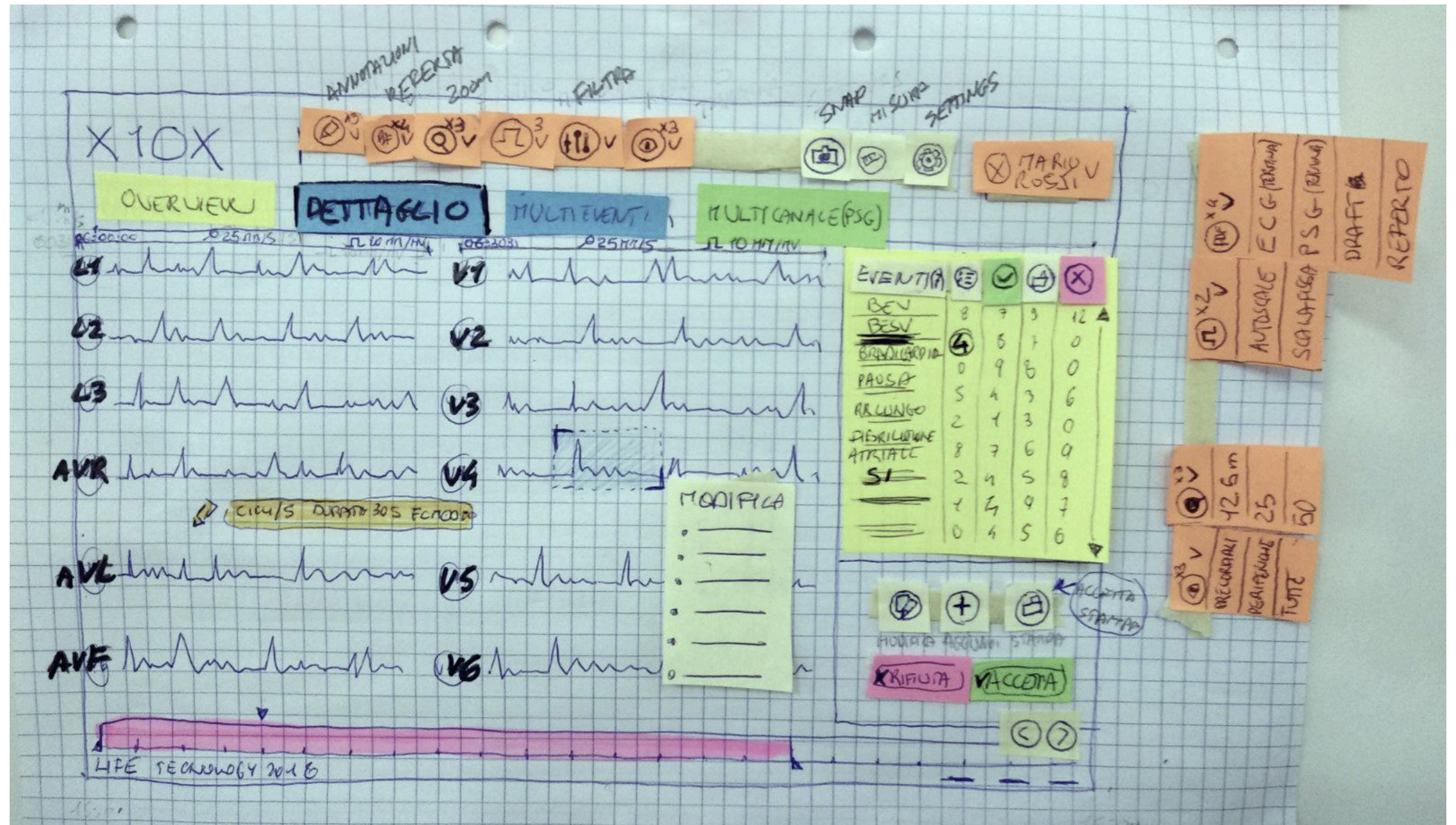
MEDICALLY CERTIFIED
WEARABLE HEALTH
MONITORING DEVICES

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

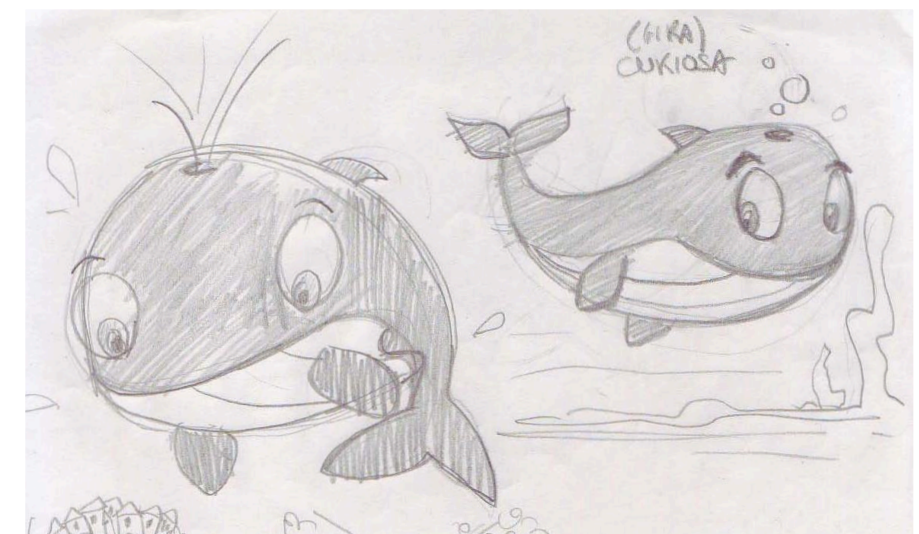
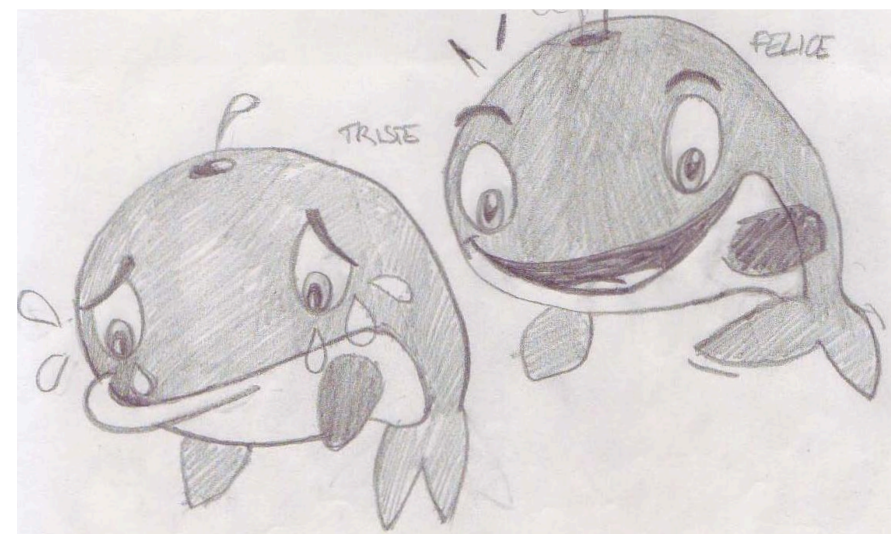
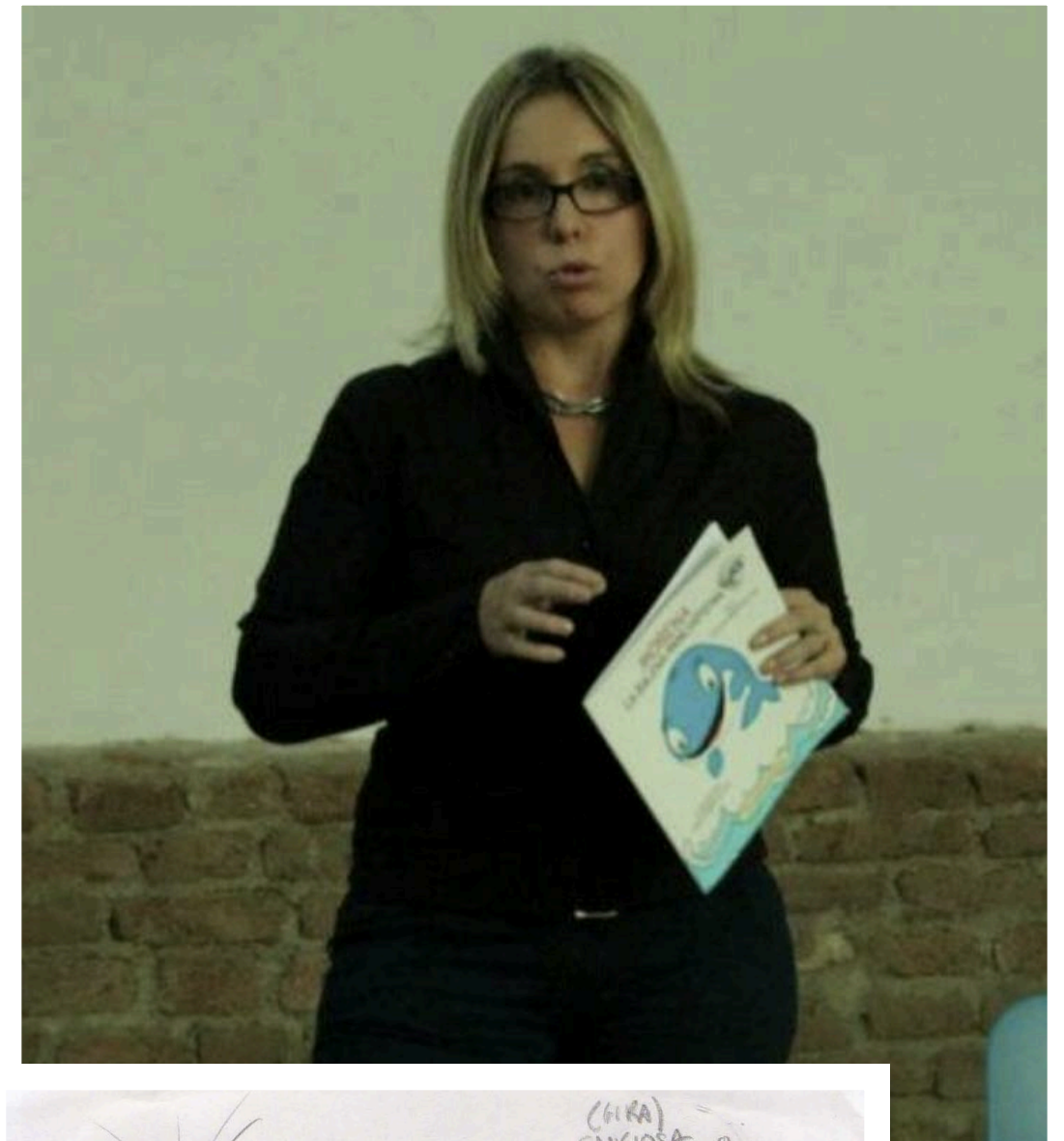
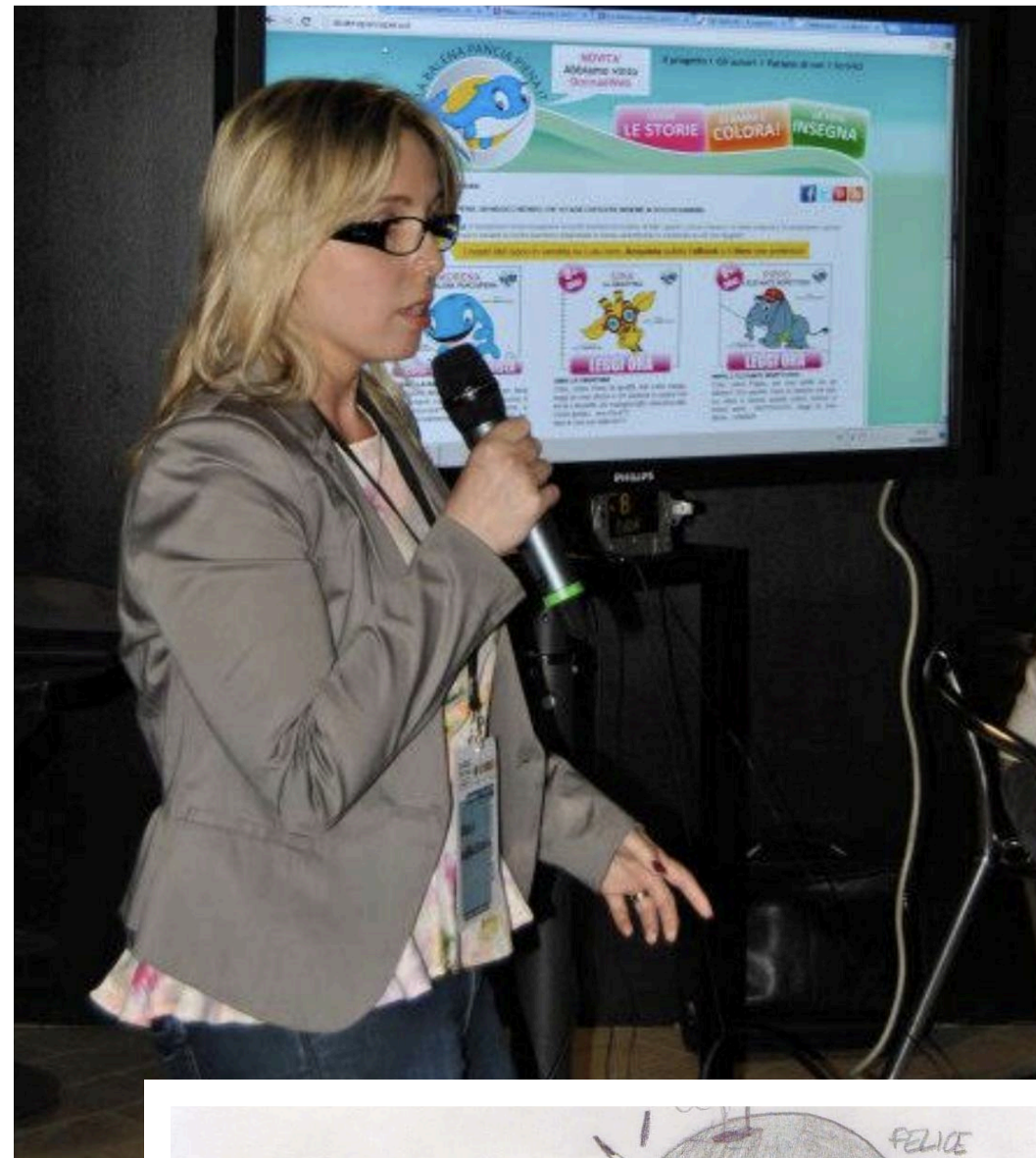
(2011 - TODAY)
PERSONAL PROJECT

✂ 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.



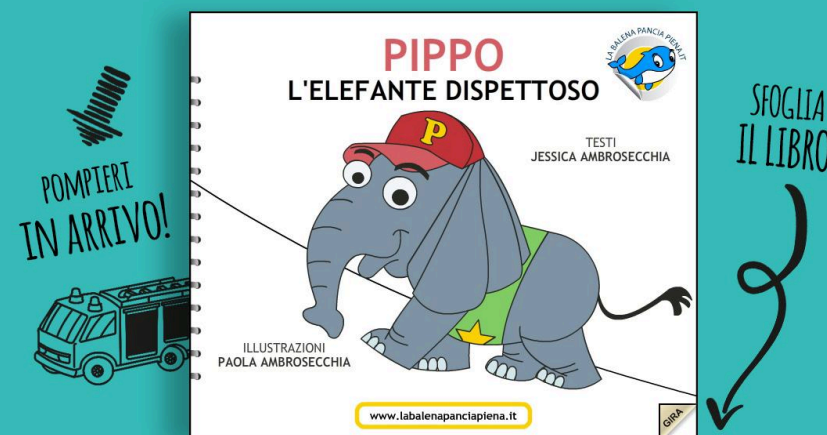
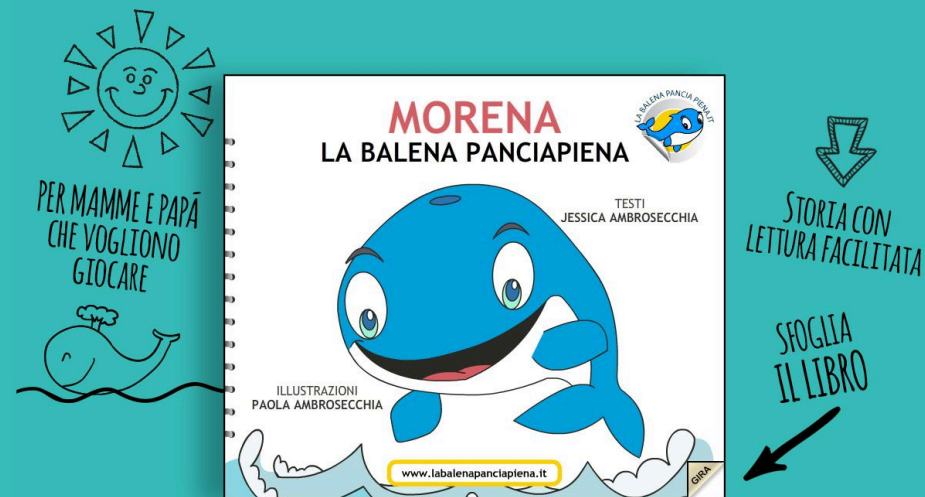
LA BALENA PANCIA PIENA

(2011 - TODAY)
PERSONAL PROJECT

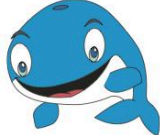
✂ Approach

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**.

LA BALENA PANCIA PIENA

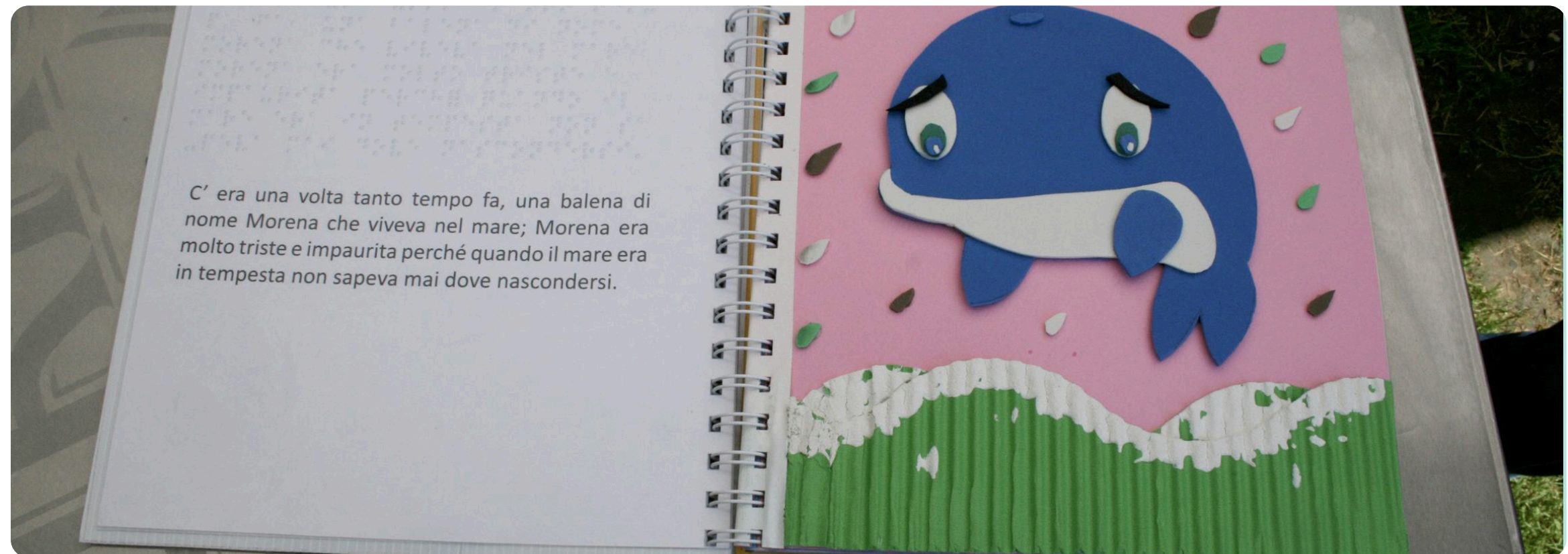
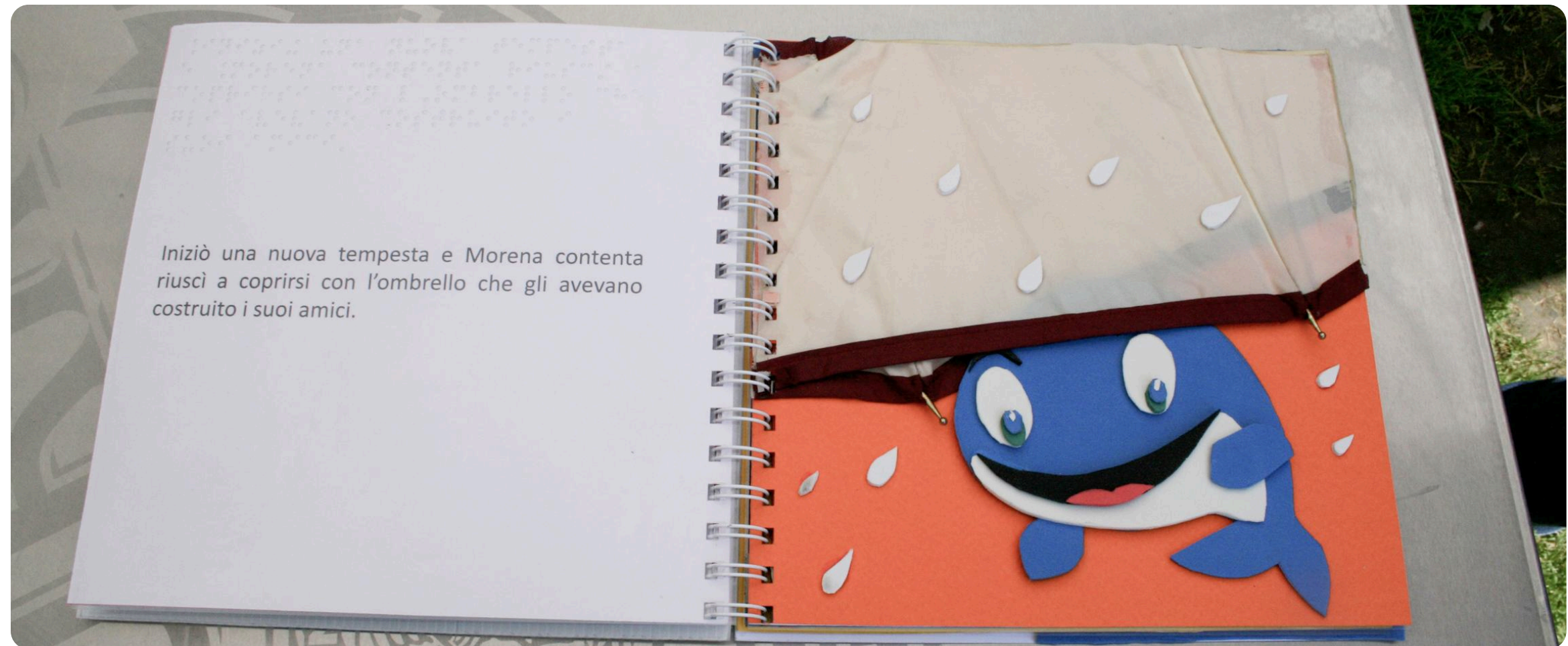
(2011 - TODAY)
PERSONAL PROJECT

🚀 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

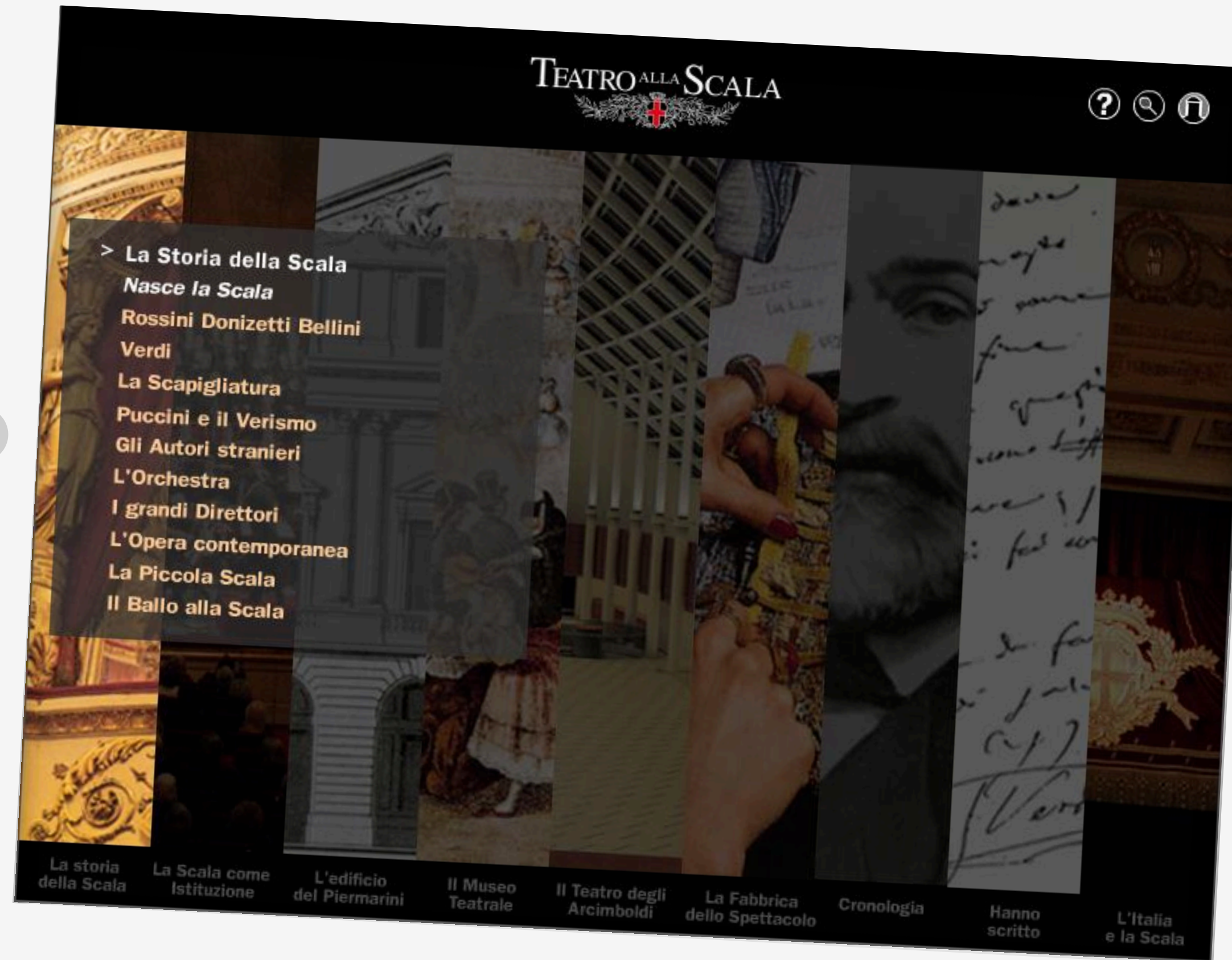
@CFS INTERACTIVA (2003)
APP

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

Junior 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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