

## VALENTINA ZANELLI

v.zanelli@hotmail.it  
+44 7594 799 155  
valentinazanelli.com



### WORK EXPERIENCE

August 2020  
Present

#### Product Designer at *accuRx* - London, UK

I joined *accuRx* as the second Product Designer, and helped scaling our design community to 7 lovely and talented designers. My initial focus was on our premium features, helping the company moving from being a non profitable organisation to an estimated revenue of £22M/year . My biggest achievement has been working on our COVID-19 vaccine programme, that helped booking and delivering ~ 30M vaccinations in England and Wales.

July 2018  
August 2020

#### UX/UI Designer at *Unite Students* - Bristol, UK

I joined a team of three designers, and followed the entirety of the design process. I worked on brand new products, like an MVP for the employees app, and the improvement of existing ones - my main focus was the redesign of the website, spacing from rebranding to translating our customer needs in term of flexibility in more efficient flows, resulting in a 35% increase in customer entering the booking flow, and a 95% increase in short term bookings.

September 2017  
July 2018

#### UX Designer at *The Mad Box*- Milan, Italy

I worked as UX/UI designer alongside a small but talented team on Joebee, first Italian e-commerce for professional services, and Xconic, a food delivery app.

#### Project Manager

After moving to the Project Manager role, I was responsible for managing the delivery of a range of digital products for IKEA San Giuliano and IKEA Collegno.

February 2017  
August 2017

#### UX intern / accessibility lead at *Living Map* - Bath, UK

UX: Usability evaluation of interactive maps; case study and benchmark analysis; collaboration in design and development of digital solutions.  
Accessibility: definition and understanding of a wide spectrum of user requirements, aimed at the definition of universally inclusive design standard

## PROJECTS

- 2016 *Vodafone Piggybank*  
Ideation and design of a new feature for MyVodafone mobile app, as part of the Interaction Design module at University of Milano Bicocca in collaboration with Vodafone Italia.
- 2015 *fooid*  
Design, development and promotion of fooid app in collaboration with the Department of Computer Science, Systems and Communication and the Department of Biotechnology and Biosciences at University of Milano-Bicocca.

## EDUCATION

- September 2014  
March 2017  
Master Degree in Theory and Technology of Communication  
University of Milano-Bicocca  
ux and ui design, data analysis and visualization, artificial intelligence  
110/110 cum laude
- October 2010  
November 2013  
Bachelor Degree in Business Communication  
University of Bergamo  
economics, business communication, corporate sociology  
105/110