

VALENTINA ZANELLI

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



WORK EXPERIENCE

August 2020
September 2022

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's 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's Degree in Business Communication University of Bergamo

economics, business communication, corporate sociology
105/110