SARA NINNO
UX DESIGNER

www.saraninno.com

ninnler@hotmail.com

+44 (0)742 9066 696

SKILLS

Wireframing | Prototyping
Interaction design | HTML
CSS | Benchmark analysis
User Testing | Research
Analytics | Communication
Visual design | Branding

EDUCATION

Master
Web Master Adobe
Certified Associate

BA Hons
Design & Fashion
Università degli Studi di
Urbino "Carlo Bo"

LANGUAGES

Italian native speaker

English fluent

Spanish intermediate

French conversational

ABOUT ME

My passion lies in transforming innovative thinking into reality: UX Design allows me to have a holistic approach to the overall experience, thanks to my Fashion and Sociology background I can easily understand and predict customer needs.

I am comfortable presenting work to clients and stakeholders, I have experience designing products for international markets, collaborating with remote teams both creative and technical, as well as mentoring designers.

It is very important for me to work in a positive and collaborative environment so I use my energy to create good vibes, motivate the team, inspire new projects and initiate cooperation.

EXPERIENCE

Senior UX Designer   Expedia Group

Sep 2019 – Present, London, UK

As UX Designer for Expedia Media Solution I create new experiences to deliver adverts that maximise revenue for Partners and satisfy customers needs without interrupting their shopping journey. Every product goes through rigorous validation and has its own UX and Content style guides. I work closely with the Hotels.com and Expedia UX Teams to keep alignment across EG brands and ensure consistency of our products, as well as high customer centricity across International markets.

UX Lead   VoucherCodes

Apr 2018 – Sep 2019, London, UK

As UX Lead I ensured a smooth User Experience of website and mobile apps, working closely with PMs, Data Analysts and Front end developers on a daily basis. Following the UX process my team and I delivered an excellent User Centric product in a highly SEO driven business. I have been managing and mentoring the UX Team, set up the design system to align the experience across device and platform.

UX/UI Designer   TUI Group

Oct 2017 – Apr 2018, London, UK

In the "TUI Mobile Hub" I have been working in a X-functional team with Android and iOS developers, learning deeply about the two systems. I implemented the design system to standardise components that need to be adapted to different markets, keeping the flow consistent x-device with special focus on Native design patterns and interactions.

UX/UI Designer   Betway Group

Jul 2014 – Oct 2017, London, UK

I joined Betway as Visual Designer and evolved to UX/UI designer.
I have been Creating high fidelity wireframes, storyboards, and concepts, developed prototypes that illustrate hierarchy and navigation. I Produced UI style guides that adapt and flow with responsive design systems. Particular focus on landing pages and working on conversion and performance.