

I have extensive experience working on large-scale platform and marketplaces with particular focus on Marketing and Advertising, B2B and B2C. My background in Fashion and Sociology helps me to understand customer needs and combine delightful user experiences with strategic business goals.
I strongly value team culture and working in a positive environment is very important so I use my energy to create good vibes, motivate the team, inspire new projects and initiate cooperation.

Experience

Senior UX Designer

Expedia

Sep 2019 - Present

I design Ad Products that maximise revenue for Partners and meet travellers needs without interrupting their journey.

- Handle the complexity of working on B2B and B2C products
- Collaborate with different stakeholders and teams
- Align our XD strategy with high-level business goals and initiatives across Expedia
- Mentor XD team and ensure we follow HCD process
- Deliver products that are scalable for global market, platforms and lines of business.

Projects

- Brands Results Listings: Native Ad on search results, CTR 0.4%, revenue \$20M
- Travel Ads optimisation: UX iterations CTR increased by 1.24%, additional revenue \$1.63M
- Flights Up-sell: fully integrated native ad, estimated revenue \$4.9M.

UX Lead

VoucherCodes

Apr 2018 - Sep 2019

I overviewed the User Experience across website and apps, worked closely with Product Managers, Data Analysts and Front-end Developers on a daily basis. The biggest challenge at VoucherCodes was to deliver User centric products in a highly SEO-driven business.

- Managed the UX Team
- Implemented Design System for web and native apps
- Conducted in-house User Testing

Projects

- Account Wallet: reduced Customer Support queries by -21% and increased Account visits 3%
- Merchant page optimisation: improved SEO ranking, avg CTR increase 4.2%
- Merchant page module redesign: stacked offers CTR 10.1%.

UX/UI Designer

TUI

Oct 2017 - Apr 2018

In the TUI 'Mobile Hub' I have been working on Native apps in a cross-functional team with Android and iOS developers.

- Implemented Design System using native patterns and interactions
- Participated in User Research, designed concepts and prototypes
- Designed the home screen 'Countdown': account visits +15.4%

UX/UI Designer

Betway

Jul 2014 - Oct 2017

I joined Betway as Visual Designer and from designing print material and digital marketing campaigns, I then started focusing on web and app design, created wireframes, prototypes, and produced UI style guides.

- Designed marketing campaigns, print and digital
- Worked on branding, illustrations and logo design
- Focused on PPC landing pages optimisation, avg CTR 9.2%
- Redesigned Pulse, intranet website, visits increased 2.8%.

Education

Master Web Master Adobe Certified | **BA Hons** in Design & Fashion, Università degli Studi di Urbino "Carlo Bo"

Languages

Italian Native speaker | **English** Fluent | **Spanish** Intermediate | **French** Conversational

Contact

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