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| A picture containing shape  Description automatically generated | Sara Ninno UX Designer |
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# About me

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, London, UK  
I design Ad Products that maximise revenue for Partners and meet travellers needs without interrupting their shopping journey. I handle the complexity of working on B2B and B2C products, collaborate with different stakeholders and teams and combining our XD strategy with other initiatives across Expedia.

**Highlights:**

* As Senior member of the team I mentor designers and make sure we follow HCD process, deliver products that are scalable for global market, across multiple platforms and lines of business.
* I participate in decision-making with Product team and leadership, aligning UX strategy with high-level business goals.
* I lead and coordinate regular sessions with stakeholders including quarterly retro

**Achievements:**

* Flights Up-sell: fully integrated native ad, estimated revenue of $4.9M
* Travel Ads optimisation: CVR +1.24% and additional revenue of $1.63M (total $192M)
* Brands Results Listing: Native Ad product on Search results, CTR 0.4%, revenue $20M

UX Lead - VoucherCodes  
Apr 2018 – Sep 2019, London, UK  
As UX Lead I overviewed the User Experience across website and mobile apps, working closely with Product Managers, Data Analysts and Front-end Developers on a daily basis. VoucherCodes’ biggest challenge was to deliver User centric products in a highly SEO-driven business.

**Highlights:**

* Managed the UX team, empowered designers to own their area.
* Lead the implementation of the Design System for web and native apps, to align the experience across platforms.

**Achievements:**

* Account Wallet: lead discovery, designed E2E concepts, prototypes and conducted in-house User Testing. Successfully reduced Customer Support queries by -21% and increased Account visits 3%.
* Merchant page optimisation: positive impact on SEO ranking, CTR 4.2%.
* Merchant page - module redesign: stacked offers CTR 10.1%

UX/UI Designer - TUI  
Oct 2017 – Apr 2018, London, UK  
In the TUI ‘Mobile Hub’ I have been working on TUI Native apps in a cross-functional team with Android and iOS developers.

**Highlights:**

* I implemented the Design System for Android and iOS, standardised components to keep the flow consistent x-device with special focus on native design patterns and interactions.
* I participated in User Research, designed concepts and prototypes.

**Achievements:**

* I designed various UI and interaction features, such as the home screen “countdown” which is still being used, it increased account visits to 15.4%.

UX/UI Designer - Betway  
Jul 2014 – Oct 2017, London, UK  
I joined Betway as Visual Designer and evolved to UX/UI designer.  
I created high fidelity wireframes, storyboards, concepts and prototypes that illustrate hierarchy and navigation, produced UI style guides that adapt and flow with responsive design systems.

**Highlights:**

* I designed campaigns for email marketing and also print material
* I have been working on branding, illustrations and logo design for Betway, Dream Bingo and Hippodrome Casino
* I Designed the first “West Ham – score predictor” a game that was installed in a kiosk at the Olympic Park Stadium

**Achievements:**

* PPC landing page optimisation: CTR 9.2%
* Pulse intranet redesign: visits increased by 2.8%

# Education

Web Master Adobe Certified

**BA Hons** in Design & Fashion at Università degli Studi di Urbino ‘Carlo Bo’

# Languages

**Italian** native speaker

**English** fluent  
**Spanish** intermediate  
**French** conversational