

# Sara Ninno

## UX DESIGNER

### CONTACT

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### SKILLS

User Experience Design  
Product Design  
UI & Interaction Design  
Prototyping  
User Research  
Usability Testing  
Design strategy  
System Design  
Journey Mapping  
HTML and CSS  
Storytelling  
Mentoring  
Business strategy  
Marketing

### SOFTWARES

Figma, Sketch, Adobe  
CC, Marvel, InVision,  
Miro, Microsoft Office,  
Tableau

### EDUCATION

#### Master

Web Master Adobe  
Certified

#### BA Hons

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

### LANGUAGES

**Italian** native speaker  
**English** fluent  
**Spanish** intermediate  
**French** conversational

### 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 understand customer needs and seamlessly integrate the best UX practices with strategic business goals.

I am very proactive and highly value team culture, serving as a dynamic facilitator who naturally and positively motivates the team, inspires new projects, and fosters cooperation.

### EXPERIENCE

#### Senior UX Designer **Expedia Group**

Sep 2019 - Present | London UK

I design Native Ad Products that meet the needs of travellers seamlessly within their journey and maximise revenue for Partners. I am currently designing a self-service Portal that allows Advertisers to create and manage their campaigns.

- Handle the complexity of working on B2B and B2C products
- Collaborate with different stakeholders and teams across the globe
- Align our XD strategy with high-level business goals and initiatives across Expedia
- Lead the XD team and collaborate with Researchers on Usability Studies
- Design products scalable for global market, across platforms and lines of business.

#### Projects

- **Brand Results Listing** | Native Ad on Search Results page | **CTR 0.4% - Revenue \$20M**
- **TravelAds optimisation** | Sponsored Listings UX iterations | **CTR +1.24% - Revenue +\$1.63M**
- **Flights Up-sell Value** | Fully integrated Native Ad | **CTR 10% - Revenue \$4.9M**

#### UX Lead **VoucherCodes**

Apr 2018 - Sep 2019 | London UK

I led the User Experience across website and apps, worked in cross-functional Teams with Product Managers, Data Analysts and Front-end Developers.

- Managed a Team of 3 UX Designers
- Implemented Design System for web and native apps
- Conducted in-house User Testing

#### Projects

- **Account Wallet** | Customer support queries -21% | Account Visits +3%
- **Merchant Page optimisation** | UX iterations: improved SEO ranking | **CTR +4.2%**
- **Merchant page module** | Redesign with stacked offers | **CTR 10%**

#### UX/UI Designer **TUI**

Oct 2017 - Apr 2018 | London UK

Worked on TUI app (iOS and Android) in cross-functional team and Agile environment.

- Implemented Design System using native patterns and interactions
- Participated in User Research, designed concepts and prototypes
- Designed the Home screen 'Countdown' which increased account visits by 15.4%

#### UX/UI Designer **Betway**

Jul 2014 - Oct 2017 | London UK

I joined as Visual Designer specialised in marketing campaigns both digital and print. Moving into the UX Team my focus shifted to web and app design, involving the creation of wireframes, prototypes, and production of UI style guides.

#### Projects

- **PPC Landing Page optimisation** | **CTR 9.2%**
- **Pulse** | Intranet redesign | **Visits +2.8%**