

## ALICE SCALFI

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### UX Researcher

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[aliceascalfi.com](http://aliceascalfi.com)

Portfolio pw: Alohomora2023

UX researcher with 8 years of experience in the UX field. Seeking to join as Senior UX Researcher a UX-mature firm where to explore varied methodologies while bringing value with expertise on the financial markets and a diverse and excellence-driven experience.

## Education

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### Shintaro Akatsu School of Design & Ernest C. Trefz School of Business at University of Bridgeport

Bridgeport (CT), USA

#### M.P.S. in Design Management

*Graduated with Academic Achievement Award*

### Politecnico di Milano

Milan (MI), Italy

#### B.S. in Communication Design

*Thesis project featured on Playful Graphics: Graphic Design that Surprises (Editor: Wang Shaoqiang)*

## Languages

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**Native or bilingual:** English and Italian

**Conversational:** French

**Basic:** Spanish and German

## Expertise

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- **User research:** qualitative & quantitative studies, fundamental user assets creation (personas, user journeys etc)
- **Ideation:** Design Thinking approach, the Design Sprints method
- **Product Design:** excellent understanding of UI design, workflow definition, wireframes
- **Product Ownership:** agile frameworks, user stories, roadmapping, product usage metrics

## Experience

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August 2020 - Present

Sophia Antipolis, France

### UX Researcher I Symphony Communications

*Utilized a mix of research methodologies, with a qualitative focus, to:*

- Create fundamental user assets (*personas, user journeys etc*)
- Discover and validate financial use cases
- *Concept test product ideas*
- Test product usability and recommend improvements

*Advanced the UX maturity of the firm and successfully facilitated the ideation and development of 5 new products*

May 2018 - August 2020

Milan (MI), Italy

### UX Consultant I Caggemini Design Agency

*Supported clients (from UN agencies to fintech firms) envision their ideal digital solution via ideation workshops and supported the creation of the platform via concept and usability testing of design iterations.*

*Led a 7-people product design team and hosted several ideation workshops with the client C-suite to define and validate the digital experience*

May 2017-Present

Bridgeport (CT), USA

### UX/UI Designer I Avrio

May-Sept 2016

Bridgeport (CT), USA

### Graphic/UI Designer I Hatch130

Designed for print and digital

Sept 2015 - May 2017

Bridgeport (CT), USA

### University of Bridgeport

- **GA - Graphic Designer I Admissions Office**
- **GA - Social Media Manager I SASD**
- **Brand Consultant I Student Entrepreneur Center**