



SOFIA MARCHI

UX/UI DESIGNER

NICE TO MEET YOU

Hi! I was born on May 31st, 1992 and I'm based in Tuscany.

I'm working as UX/UI Designer at Aruba s.p.a., and I'm very interested in Service Design and User Research. I want to keep learning and better my self.

SKILLS & TOOLS

Figma	Wordpress
Sketch	Webflow
Adobe Xd	Benchmark
Axure RP	Service Design
Invision	Service Blueprint
Photoshop	Personas
Illustrator	Customer Journey
Zeplin	Surveys
MS Office	Wireframing
HTML5 & CSS3	Prototyping

CONTACT

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EDUCATION

UNIVERSITY OF SIENA

2015 - 2017 | **Master's degree**

Communication Strategies & Techniques - *Experience Design*

UNIVERSITY OF SIENA

2012 - 2015 | **Bachelor's degree**

Humanistic Studies - *History of Art*

WORK EXPERIENCE

Jan 2021
present

ARUBA s.p.a. - www.aruba.it
UX/UI DESIGNER

I am actually responsible for collecting and analysing user feedback through the GetFeedback platform. I also deal with the analysis of user flows and the creation of prototypes to improve the Cloud platform and other Aruba services.

Jun 2018
Dec 2020

SINTRA CONSULTING s.r.l. - www.sintraconsulting.it
UX/UI DESIGNER

This was my first real experience in the field as a UX Designer. I had the opportunity to deal with many different projects and many different customers. I learnt a lot about customer relationship management and I focused mainly on Service Design.

Feb 2018
May 2018

OFFICINA 31 - www.officina31.it
UX/UI DESIGNER [stage/collaboration]

Officina 31 was my first approach to UX and Web Design. My period in Officina 31 was really useful, interesting and stimulating to do better in each project. I could learn, go through and realize my ideas.

VOLUNTEER WORK

Since September 2021, I have been working with the ChianHub association.

ChianHub is an association created by a group of my peers who grew up in Valdichiana.

ChianHub has three main objectives

- to make available to the Valdichiana territory the skills of the professionals who are part of it;
- to create an inclusive reality where people from the Valdichiana (and beyond) can meet and find stimuli;
- to be a reference point and a resource for local authorities.

I currently help ChianHub in the management/development of the website and in the elaboration of the strategy.

Autorizzo il trattamento dei miei dati personali ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n°196 - "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 - "Regolamento europeo sulla protezione dei dati personali".

Guarchi Sofia