



Beatrice Pedrini

RÉSUMÉ

CONTACT

info@beatricepedrini.com

www.linkedin.com/in/beatricepedrini

WORK EXPERIENCE

2011 to present

Service and UX Designer Freelance

Freelance designer with 5+ years of experience in Service and UX Design and 10+ years in Visual and UI Design, I work and collaborate with different clients in different industries, helping them shaping their products and services and creating meaningful experiences through design. Starting from the business process analysis on one side and gathering information about users needs, motivations and behaviors on the other, I work with multidisciplinary teams to built from scratch new digital products or to improve existing ones. I believe that reasearch and testing (early and often) are an essential part of the process, as much as sharing decisions, goals and results with all the stakeholders involved. Therefore, gathering and using quantitative and qualitative data is key to me when defining if and what changes are needed, always taking into consideration the users, system, and business perspective.

Currently collaborating with Zanichelli Editore – a leading company in the educational Italian market for school and college textbooks – on their digital learning platform, and the World Food Programme (WFP) – the food-assistance branch of the United Nations – on their internal ticketing system.

Recent collaborations also include Unipol Banca, Bricocenter and Panaria Ceramica among others.

03.2010 - 04.2011

Senior Art Director Max Information, Gruppo Armando Testa – Bologna, IT

Part of the Armando Testa Group, Max Information is an adv agency specialized in ATL and BTL campaigns for Italian and international leading brands. As part of the BTL team, my core activites included: branding and visual design, advertorials, packaging design, BtoB and BtoC printed materials.

02.2009 - 01.2010

Junior Art Director Roma Advertising – Rome, IT

As a Junior Art Director at Roma Advertising, a boutique agency in Rome offering branding, advertising and events management services, my core activities included: branding and visual design, BtoB printed materials and user interface design, for different types of clients, from local businesses to leading international companies.

11.2006 - 11.2009

Graphic Designer SEAT Pagine Gialle – Rome, IT

As a Graphic Designer at SEAT Pagine Gialle, a leading Italian telephone directories and street maps publisher, also active in the online advertising sector, my core activities included: graphic design for both off and online advertising campaigns and email marketing design.

06.2005 - 08.2005

Account Intern Planet Advertising Group – San Diego, CA - U.S.A.

As an Account Intern at Planet Advertising, a creative agency in San Diego (CA), my main responsibilities included: supporting creative and marketing teams in developing projects on time and on budget; helping senior accounts manager with clients' management activities and reports; creating press kits.

EDUCATION

2016 – **CodeMaster** 12-week full time coding bootcamp, TAG Innovation School – Milan, IT

2007 – **Graphic and Visual Design** bachelor degree, Quasar Design University – Rome, IT

2005 – **Communication Sciences** bachelor degree, Alma Mater Studiorum – University of Bologna, IT

2001 – **Liceo Classico** high school diploma, Liceo Classico L. Galvani – Bologna IT

SKILLS

Process analysis and mapping | Information architecture | Conceptualizing and mapping ideas | Wireframing and prototyping | User experience and interface design | Agile/Scrum and Lean frameworks and practices
Establishing and promoting design guidelines, best practices and standards

LANGUAGES

Italian: native | **English:** full working proficiency | **Spanish:** limited working proficiency