



## Contacts



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## Tools

Figma

Hotjar

Office Suite

Miro

Notion

Typeform

## Skills

User Research

Usability test

Wireframes

Prototyping

Information Architecture

Card Sorting

User interviews

User Personas

## Languages

Spagnolo | Fluent

Inglese | Intermediate

# Marzia Amendolia

## User Experience Designer

I am a UX Designer with a background in psychology, which allows me to deeply understand people and their needs. My passion for technology and experience as a Product Designer have helped me develop effective solutions, optimizing flows and solving problems with a user-centered approach. I am motivated by the desire to grow, learn, and take on new challenges, believing that every experience enriches my ability to design truly useful solutions.

## Professional experiences

December- February 2024

### UX/UI Designer (Freelance)

Mabel Profumerie

During my experience with Mabel, I redesigned the entire e-commerce site, starting with an analysis of competitors and then creating a new design in line with the client's needs.

- Creation of the Design System.
- Redesign of the homepage, checkout, product sheet, and product page
- Mockups and prototypes created.

2023 – 2024

### Product Designer

Babaco Market, Milan

During my time at Babaco Market, I collaborated on several projects with the product team, working closely with the IT team. Together, we addressed business needs while always keeping the user at the center of every decision.

- Redesign of the Checkout Flow
- Monitored website performance using Hotjar software
- Participated in the ideation and prototyping phases of: Redesign of the “Recipes” page, Redesign of the “Products of the Week” page, Redesign of the “Personal Area”
- Conducted user interviews, Think Aloud sessions, and Usability studies
- Created Mockups and Prototypes for each project

April - August 2020

### Digital Marketing Specialist

Vision Factory, Barcelona

I completed an Erasmus internship at Vision Factory.

- Created websites using CMS

## Educations

2021-2024

### Degree in Communication Theory and Technology

University Bicocca- Milano

- **Interaction Design Lab**  
“Leftlovers” is an application designed to combat food waste through the integration of UX theories.
  - User research
  - Creation of wireframes
  - Think Aloud sessions to highlight issues
  - Prototypes

Febrero- Junio 2020

### Erasmus Universidad de Huelva

2017-2020

### Degree in Psychological Sciences and Techniques

University of Messina