



Laura Nesossi

UX Designer

[See the portfolio](#)

laura_nesossi@protonmail.com

linkedin.com/in/laura-nesossi

+39 3317232837

Milano/Bergamo

20/12/1997

Work Experience



Bending Spoons

Product Designer

November 2022/April 2023

- Design **mobile experiences** and UIs based on the **design system**, across multiple teams, using Figma and FigJam.
- Propose **feature innovations** to address users' pain points and drive growth.
- Conduct **interviews** to better understand users' needs.
- Study **A/B testing** results to optimise monetisation (**CRO**) with the Growth team.



Mynd.srl

Junior UX Designer

January 2022/October 2022

- Helping clients to create **meaningful experience** for their projects by applying **design thinking techniques**.
- Activities range from benchmarking, to **requirements collection** with customer, to the design of **information architectures**, wireframes and interactive prototypes, to the **testing** phase with users.
- Conduct **contextual inquiries** and observations to structure **service maps** and redesign.
- Use of different tools such as Figma, Sketch and Miro.

Education

TTC

2019/October 2021

Master's degree - UNIMIB

The course offers a broad view of **User Experience** themes, from the psychological bases of communication to practical research and UI projects.

Thesis: experimental study about fake news spread through social media (**110/110 cum Laude**).

Computer science

2016/July 2019

Bachelor's degree - UNIMIB

Thesis: usability study about different graphical vague representation of percentages (107/110).

Erasmus+ experience - UNICE (Nice, FR)

2016/2021 **Studenti Indipendenti Bicocca**

Students' organization

As a **communication manager** I managed organization's **social media** coordinating the team and developing strategies (from 100 to 10k followers)

As a **students' representative** I organized events and manage interactions with professors.

2007/2018

Scout experience

I spent 11 years in a scout group. This experience gave me a strong sense of **responsability**, and taught me how to handle **unexpected events**.

For 3 years I also play an **educational role** with children.

Keywords

User centered design

Empathy

Flow maps

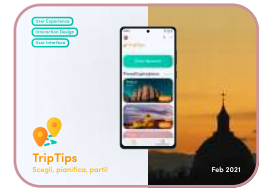
Data-driven design

Main projects

UX Analysis of two flows of the PayPal App, with user test and redesign.



Need finding, observational analysis, design of the app and user tests.



Design of a brand-new app with design system and components.



Other Experiences