Alessia Da Deppo

PRODUCT DESIGNER

alessiadadeppo@gmail.com
+39 345 127 4218
linkedin.com/in/alessia-dadeppo

Portfolio:
alessiadadeppo.com

PROFILE

I love turning ideas and concepts into beautiful and usable websites and apps. If wireframing and prototyping are my bread and butter, my experience in managing complex clients and web solutions helps me explore any project with the right mindset.

SKILLS

Product Design
UX Design
UI Design
Figma
Prototyping
Wireframing
Usability Testing
User Interviews
User Research
AB Testing
Information Architecture
Design Thinking
Web Design
App Design
Design Systems
Adobe Creative Suite
Agile
HTML, CSS, SCSS
Content Design and Management
Empathy
Communication & Collaboration
Creativity
Curiosity

PASSIONS

Music & Concerts
@alessia.bastille : videos of Bastille's live events
Travelling & Exploring

PROFESSIONAL EXPERIENCE

Product Designer | Pallino.
MAY 2017 - DEC 2022, PADUA, IT

Main Client: Volkswagen Group Italia
Volkswagen, Audi, SEAT, Skoda, Das WeltAuto, Ducati.

- **Product Design | Dealerweb Volkswagen**
Redesigned the websites and CMS of the Volkswagen Dealership, resulting in increased user engagement, the successful onboarding of all Volkswagen dealerships and service partners, and a more approachable and user-friendly interface for non-expert users.

- **UX Research | Dealerweb Volkswagen**
Through user interviews and usability testing, we enabled two different sets of users to use the same modules and tools adopted on the main Volkswagen website. This resulted in an improved user experience by identifying and addressing pain points, reducing task completion time, and establishing consistent and user-friendly task flows.

- **UX Design | Das WeltAuto**
With the release of the new Das WeltAuto website, I was able to redesign the user journey and improve the overall user experience of the website. We achieved a significant increase in user satisfaction, as evidenced by post-launch user feedback and surveys.

- **Product Design | Volkswagen, Audi**
I designed, developed and managed many different digital products, including websites, landing pages, complex web applications, and contact forms. Similarly, I was in charge of crafting the best solutions for the Volkswagen Group's Dealerships following usability best practices. Launching several digital campaigns increased web traffic and boosted lead generation.

Other Clients: Lavazza, Konica Minolta, University of Padua.

EDUCATION

BrainStation | Diploma, User Experience Design
2023, LONDON, UK | FULL SCHOLARSHIP

DIEFFE Academy | Web Graphic Design
2017, PADUA, IT | 98/100

Professional Development | Career Transition
2023, LONDON, UK
I embraced a transformative career break in London which gave me the opportunity to master my skills with educational programmes, to immerse myself in the English language, and to explore diverse towns and cultures, gaining insights that enriched my design approach.

CERTIFICATIONS

Google UX Design Professional Certificate 2023

CAE Cambridge English: Advanced (C1) 2017

Accessibility: How to design for all (IxDF) *in progress*

AI for Designers (IxDF) *in progress*