

# Nathalia Lanzellotti



## UX / UI Designer



+49 17683538286



lanzellotti.nathalia@gmail.com



www.lanzellotti.com



Specialized in user-centric design, building intuitive and responsive products driven by data, grounded on research and insights. On top of that, I create highly visual interfaces and flows.

### EXPERIENCE

#### LANGUAGES

Spanish - Native  
English - C2  
German - B2  
Italian - B2

#### SKILLS

##### Professional

- User research
- Wire-framing
- Storyboards
- Journey maps
- Affinity Diagrams
- User flows
- Information Architecture
- Agile
- Usability testing
- Prototyping
- Mock-ups

##### Software

- Figma
- Illustrator
- Photoshop
- Adobe XD

#### 2022-Present

#### UX/ UI Designer- Visoby - Berlin

I worked as UX / UI Designer for the start-up Visoby to create a landing page and App for wellness and Face Yoga training.

Developed the User Experience on both websites, including wire-framing, prototyping and user testing, as well as creating visual designs system for the company.

Improved and enhanced the app with a user-friendly product, while creating close connections to our target group and users.

#### 2019-2022

#### Graphic Designer - self-employed- Berlin

Worked as a client-driven graphic designer on projects such as banners, logos, social media content, photo editions, and advertisement for various clients in the fields of technology, consumer products, and retail.

#### 2015-2017

#### Graphic Designer and Social Media manager- self-employed- Berlin

Responsible for planning and executing all of the social media marketing activities across our website and social media accounts. This includes creating content, managing conversations within our company's communities, responding to customer inquiries and requests, researching best practices in the field.

## AWARDS

### August 2022

Best UX/UI Design Project after successfully creating a Face Yoga App. Ironhack Berlin.

### 2012

#### BA Industrial Designer Cum laude

Obtained after graduating with honors. University Los Andes, Merida.

### 2013-2015

#### Industrial Designer - Taller Chama Metallurgic - Merida

Responsible for user analysis, product design, conceptualization, and production of furniture on a large scale. Helped to develop the style of our client's new shopping center as well as analyze and present solutions to specific problems in the industry.

## EDUCATION

### 2022

#### UX UI Design - Ironhack Berlin

I completed User Experience and User Interface Design studies, which consisted of learning about psychology, user research, and interaction design.

### 2017-2019

#### German - Berlitz Sprachschule - Berlin

German language studies.

### 2015-2016

#### Social Media Management - ULA-Merida

Finished Social Media Management studies in which I learned content creation techniques, data analysis, and moderation of social media accounts.

### 2007-2012

#### Bachelor's degree in Industrial Design (cum laude) - ULA- Merida

Gathered experience and understanding of the development, design and production of products. Learned to combine the theoretical concepts of materials and processes with the practicality of design and patterns. Graduated with honors.

### 2006-2007

#### English - NESE - Boston, USA.

English exchange program reaching advance language proficiency.