FEDERICO FALÁ UX / UI DESIGNER - Cork

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**WORK EXPERIENCE**

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| UX / UI Designer at Johnson Controls - Cork | Oct 2015 - Nov 2019 |

As a UX / UI Designer, I collaborated with the Product Owners and Engineering teams to validate customer and product requirements in an Agile environment. From there, I translated those requirements into User Interfaces for the Engineering team to implement.

* Leveraged Personas to produce Low-Fi Prototypes to test innovative ideas via in-house gorilla testing
* Produced Wireframes, User flow, Task flows, Developer specs and style guides, in order to provide alignment between stakeholders
* Collaborated with Tech Comms and dedicated graphic designer to keep consistency across the product
* Mentored junior designers and helped them be more autonomous in order to take more responsibilities
* Helped define the UX process so to increase productivity within the UX team
* Scrum Master role

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| Rich Media Campaign Services for DoubleClick by Google - Cork | Sep 2012 - Apr 2015 |

**Technical implementation and support**

Provided support to Publishers and Ad Networks, from Ad Operation managers to Campaign managers and Media Agency, to use our DFP platform. Implementation of JavaScript GPT tag, troubleshooting of advanced issues regarding Ads integration into multiple dynamic website or Ads code compatibility issues. Additionally, I helped our customers gaining insight into their data to see performance increase using the DFP platform.

**Quality Assurance**

Quality Reviewing the work done by the DFP team in Cork in order to spot any area of potential Improvement and asserting a high quality standard. Following up with the team to work on strategies to improve performance and / or solving clogging situations.

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| Graphic/Web designer at Getty Images - Milan | Nov 2011 - May 2012 |

Working alongside marketing and copy-writing teams based in Italy and worldwide; creating and designing layouts for web, email and banners; graphic design for digital and printed marketing campaigns; concept and campaign development; branding and packaging design.

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| UI Designer / Developer at Latitudes Life - Milan | Apr 2011 - Dec 2011 |

Designing, laying out and animating the interactive monthly online travel magazine, Latitudeslife.

Creation and execution of interactive web banners, as well as overseeing the art direction of Latitudes' iPad app.

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| 3D Designer / UI Designer at Interactive Sound - Turin | Jul 2010 - Nov 2011 |

Responsible for the development of 3d environments, texturing, rendering and animation, as

well as the design of graphical user interfaces for cultural and commercial exhibitions.

**EDUCATION AND CERTIFICATIONS**

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| NN/g UX Certification - London | Nov 2019 |

Specialty designation in Interaction Design from the Nielsen Norman Group, certification ID (UXC# 1034443). Courses: Interaction Design 1, 2 and 3, The Human Mind and Usability, Generating Big Ideas with Design Thinking.

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| Google Sprint Design workshop - Cork | Jun 2018 |

2 days workshop to dive into the Google Sprint Design methodology and learned how this can be applied within an organisation.

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| Self learning courses at Lynda.com - Online | Nov 2013 - Sep 2014 |

Courses: Up and Running with Aptana Studio 3, HTML5: Graphics and Animation with Canvas, HTML5: Structure Syntax and Semantics, JavaScript and AJAX, Up and Running with Sublime Text 2, ActionScript 3.0 in Flash Professional CS5 Essential Training.

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| Certificate in Graphic Design for Multimedia and Web content - Turin | Mar 2010 - Dec 2010 |

Courses taken from Euroqualita’ (consortium)  
Courses: Illustrator, Photoshop, Web Design and HTML/CSS, Premiere, 3DS Max. Grade 90/100.

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| Certificate in Advanced Photoshop at Cork College of Commerce - Cork | Jan 2009 - Mar 2009 |

Advanced techniques for the purpose of photography and advertisement

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| Certificate in Advanced Web Design at Cork College of Commerce - Cork | Jan 2009 - Mar 2009 |

In depth HTML 4.1 and CSS 2.1 development

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| Bachelor's degree in Environmental and Industrial Design - Italy | 2004 - 2007 |

Product design, Design history and theory, Multimedia publishing, Drawing, 3d Design, Aesthetics, Environmental psychology, Contemporary art history, Ergonomics, the Science of materials. Grade 110/110.

**ACHIEVEMENTS**

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| Hackathon at JCI (CCS team) - Cork | Aug 2019 |

Hackathon to achieve most impactful feature that could be integrated to CCS (product). Won 1st place in both categories: Team voting and Judges voting.

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| Building risk analysis system with dynamic and base line risk | Jan 2019 |

Worldwide patent application: Pending

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| Building Asset Management System | Mar 2017 |

Worldwide patent application: Pending

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| **SKILLS** | **TOOLS** | **METHODOLOGIES AND TECHNIQUES** |
| Passion Empathy  Listening  Collaboration  Mentoring  Leadership | Pen and Paper  Sketch  Axure RP  Adobe XD  Proto.io  Invision  Figma  Zeplin  HTML+CCS+JS  Blender 3d  Atlassian Suite (Jira)  Slack | Competitive Analysis  Empathy Map  Personas  User Journey Map  User Scenarios  User Centered Design  Design Thinking  Rapid Prototyping  Wireframing  Task Flows  Card Sorting  Design Systems  Usability Testing |