

MICHELE STARA

UX / PRODUCT DESIGNER

About me

I am a Designer with a passion for making people's lives better through design.

After studying at the International School of Graphic Design in Venice, I have helped dozens of companies obtain competitive advantage as well as enhanced people's ability to make healthier lifestyle choices by delivering great user experiences to mobiles, desktops, and tablets.

Experience

NHS DIGITAL | 2015 - 2017

As UX designer for the UK Government's health and information department I am responsible for leading the UX of all the government public-facing digital campaigns.

8x8 | 2014 - 2015

Responsible for UX around the mobile IOS and Android APP Easy Call Now Agent. A complex piece of software, used by support teams of Booking.com and SKY to help delivering a better client-facing experience.

Colt | 2012 - 2014

Responsible for UX in the Speed Boat team. We developed a web-based dashboard designed to provide B2B cloud computing services to Colt's internal customers.

Working closely with clients and stakeholders, we were able to provide networking, cloud storage and VMware services as well as a customised billing view.

Contacts

London
07511325335
michele.stara@gmail.com

 @michelestara

Skills

UX Design
Visual Design
Product Design

Agile Consulting
Scrum and Kanban

USER INTERVIEWS & SURVEYS

TASK ANALYSIS

JOURNEY MAPPING

INFORMATION ARCHITECTURE

COMPETITIVE ANALYSIS

SKETCHES

WIREFRAMES

PROTOTYPING

INTERACTION DESIGN

USABILITY TESTING

GRAPHIC DESIGN

ANIMATION

VIDEO EDITING

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Experience

NTTDATA | 2007 - 2011

In the NTTDATA creative department I had the opportunity to work for different IT, telco and public companies, managing the design for web campaigns, web portals, mobile applications.

Customer included:

- Versace (fashion)
- GSE (Ministry of Energy)
- ENI (energy)
- Ferrovie dello Stato (public transport)
- Finmeccanica (engineering)
- Caleffi (hydronic solutions)

Education

Diploma of graphic design and visual communication,
International School of Graphic Design - Venice
2006 - 2008

Userzoom - User research certification - 2016

Certified ScrumMaster® (CSM) - 2015

Rocket Surgery Made Easy

Usability Testing Workshop with Steve Krug - 2011

Other

GDS (Government digital services) training:

- Introduction and basic training days for user research for government services
- SEO - Search engine optimisation
- Behavioural insights