

ABOUT

I am a tireless user advocate with an entrepreneurial spirit who thrives on collaboration. While pursuing my Master's Degree in Cognitive Science at the University of Trento, Italy, I built unique interpersonal and cultural-navigation skills which allow me insights into customers' behaviors and needs. My genuine empathy for users, inherent curiosity about different types of interactions, and solid foundation in User Experience Research enable me to effectively design services and products that people love to use.

EXPERIENCE

- **User Experience Research Assistant**
SmartCampus Lab, UNITN (2012-2013)
 - Facilitated focus groups, concepting and brainstorming
 - Conducted an ethnographic observation study with children
 - Adapted a model of the tourist mobile experience to kids
 - Conducted participatory design with children
 - Derived design requirements and gamification suggestions
- **User Research Intern**
SmartCampusLab, UNITN (2012-2013)
 - Conducted semi-structured interviews on mobile privacy
 - Qualitatively analyzed data on privacy and risk awareness
 - Mocked-up multiple concept designs to present to users
 - Ran focus groups to choose concepts for development
- **Country Research Specialist II**
Rimini Street Inc., Pleasanton, CA (2009-2012)
 - Researched tax legislation in eleven European countries
 - Communicated findings to system developers
- **Coach, Captain, and Player**
Ultimate Frisbee, UC Berkeley & Italy (2004-pres.)
 - Coached a 37-person, co-ed team in Trento, Italy
 - Competed in USA Women's College Nationals

EDUCATION

M.Sc. Cognitive Science

Università degli Studi di Trento, Italy (2011-2013)

Specialized in Language and Multi-Modal Interaction. My thesis research focused on participatory design of a tourism mobile application with children. Final Score: 110/110

B.A. Cognitive Science

University of California, Berkeley (2004-2009)

Relevant Coursework

InnovAction Lab Startup Seminar Series, Research Design, Designing Graphical User Interfaces

METHODS, SKILLS & LANGUAGES

Methods

Ethnography, Design with Children, Participatory Design, User Research, Personas, Concept Validation, Qualitative Analysis, Usability Testing, Interviewing, Focus Groups, Storyboards, Surveys, Mock-ups, Prototyping, Competitor Analysis, Scenarios, Mental Models, Heuristic Evaluation

Skills

NVIVO, Photoshop, Balsamiq, Axure, OmniGraffle, Illustrator, MS Office Suite, iWork Suite

Languages

English (Fluent), Italian (Fluent), Russian (Good)