

# Margherita Gazzola

Senior UX Designer with 7 years of experience

+39 331 813 6189

[maggiegazzola@gmail.com](mailto:maggiegazzola@gmail.com)

## About me

My name is Margherita and I am a Lead UX UI Designer with 7 years of experience in the start-up world. Curiosity is the driver of everything I do and I like to be challenged and learn new things. When I am not attaching sticky notes to a whiteboard, you can find me walking in the park, doodling, or eating pizza (Margherita ofc!)

## Experience

### **Pink.gg** / Senior UX Designer & Team Lead

NOVEMBER 2021 - PRESENT

At Pink, I successfully formed and led a team of 5 designers and UX Researchers. Taking charge of onboarding, establishing team rituals and processes, and organizing work in an agile environment, my role also involved mentoring team members. Over the past two years, our collaborative efforts with product, engineering, and business teams have yielded many accomplishments, including expanding to another blockchain (Immutable X) and launching two new products (AtomicAds and Launchpad). These achievements are underscored by an average NPS score of 50+.

### **Agrando** / UX Designer → Lead UX Designer

MAY 2017 - OCT 2021

As the team lead, I fostered a user-centric approach at Agrando by guiding designers and researchers. Collaborating closely with agricultural experts, we gained a profound understanding of user needs and industry dynamics. This knowledge was translated into feature development, catering to diverse user roles (Farmer, Retailer, Producer) and accommodating multiple languages (German, French, English). At Agrando, we set design standards by implementing a cohesive Design Language across departments, alongside a Design System and Tailwind Classes for effective collaboration with the Front-End team.

### **Next14** / UX Designer and UI Developer

MAY 2017 - DEC 2018

As the in-house designer, I supported three different advertisement platforms that enabled clients to run ad campaigns and track results across different medias. My responsibilities included creating a design system, implementing client feedback for feature development, and enhancing data visualization by making it more accessible and intuitive whilst ensuring data density. This role sparked my interest in coding UI, providing me with a deeper understanding of the development process.

### **StopMyCraving** / UX and Brand Designer

DEC 2016 - JUL 2017

As the sole UX and Brand Designer at StopMyCraving, I handled various tasks: creating a cohesive brand identity, crafting engaging marketing materials, and designing a visually captivating e-commerce user interface. This platform catered to people with dietary restrictions (Diabetes, Allergies, Vegan, IBS, etc.), making it easy for them to identify and purchase healthy snacks.

## Extra

### **Volunteer UX/UI Teacher** / ReDi Munich

2023 - PRESENT

Volunteering my time to educate immigrants and refugees in Munich about the foundational principles of UX/UI design. The goal is to provide them with a comprehensive understanding of the UX/UI profession, empowering them to explore further and potentially embark on a fulfilling career

### **Scientific Illustrator** / Harvard, MIT, UIUC

2013-2017

During my studies, I collaborated as Scientific Illustrator with physicists and researchers from Harvard, MIT, Nice University, and UIUC on scientific visualization and divulgation. My work was published in prestigious journals like PNAS, Nature Physics, and Science, and I was a finalist in the 2016 Vizzies contest

## Education

**Politecnico di Milano** / BA & MA in Architecture

2010-2016

My background is in Architecture. I have completed both bachelor and master degree with honours from Politecnico di Milano. I've also attended the **École d'Architecture de Versailles** for a semester during my master degree

**Enterprise High School** / Diploma

2009

I've graduated with honours at the Enterprise High School (Redding - California) during my fourth year of high school

## Skillset

Leadership & Mentorship

Product Strategy

UX Research

UI/Interaction Design

Agile Development

UX Writing

Information Architecture

Prototyping

Facilitating Workshops

Sketch

Figma

Abstract

InVision

Adobe CC

HTML

CSS

LESS/SCSS


WebStorm


Jira


GitHub

Confluence

## Languages

Italian (Mother tongue) 

English (Professional) 

French (Fluent) 

German (Beginner) 