Rita Petrilli

Product designer / Treviso, Italy

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23/03/1987

6+ years of experience as Product designer, aiming for engaging digital solutions that make people's lives easier.
Versatile yet specialized in UI/UX, digital & mobile design, I have also developed project management and customer care skills.
I always try to find the best compromise which all people across departments could agree on. My understanding is that good teamwork makes a good product great.
If I'm not designing interfaces, you can find me in the kitchen baking healthy sweets, in the gym or crafting the costume for my next cosplay. Please, have a look at **my online portfolio**.

EDUCATION

IUAV, University of Venice (2010-2013)
Graduate Master degree,
Visual Multimedia Communication,
Art and Design.
110/110

Polytechnic Institute of Bari, (2006-2010)
Undergraduate, Industrial Design,
Faculty of Architecture.
110/110 cum laude

WORK EXPERIENCE

ForceManager | Product Manager & Designer
Treviso, Italy · Sep 2018 - present
As designer I lead the complete lifecycle of new features, from creating prototypes, validating concepts through interviews & user testings, to writing Development-ready Job Stories. As PM, I collaborate across departments (design, PMs, engineers, QA, marketing, sales) using the Agile and OKRs methodologies.

Sellf | Product Designer
Treviso, Italy · Jun 2013 - present
Involved in the entire product process of the company: designed the **brand** identity, **mobile** and **web experiences**, adv banners, landing pages and product newsletters.
Responsible of the **customer support**: managed tickets, conducted user testings, took care of the knowledge base. Sellf received 2 rounds of **new funding** thanks to new the design. Used by more than 100,000 users, including major customers such as **Generali** and Mediolanum, Sellfapp was **awarded by Apple** as Best New Business App Worldwide (2014) and Most Innovative App of 2015 (Italy).

Procore Technologies | UX/UI Consultant
Carpinteria, CA · Oct - Dec 2014 · remote collaboration
Redesigned some features on mobile apps improving the flow and reducing the number of taps to perform actions.

HONORS & AWARDS

Circlemeal | Winner 1st prize
Confood 2014 – Compra qualità, risparmia in casa

Circlemeal | Semifinalist | Information Design category
Adobe Design Achievement Awards 2013

Tidings | Semifinalist | Mobile Action category
Adobe Design Achievement Awards 2011

SKILLS & TOOLS

Wireframing | UI design
Adobe Creative Cloud (Illustrator, Photoshop, inDesign) · Sketch · InVision (Studio) · Keynote · PowerPoint · Fontlab · OmniGraffle · UserTesting.com · MarvelApp · Pen & Paper

Audio | Video Editing
Adobe Creative Cloud (Premiere Pro, After Effects)

3D Modeling | rendering
Autocad · Rhinoceros · V-ray · Cinema 4D

Web design | creative coding
CSS · HTML · Wordpress · Processing & Arduino for mobile and physical prototyping

Project Management
Jira · Trello · Excel · Taiga

LANGUAGES

Italian | Native proficiency
English | Professional working proficiency - B2 - First Ceritficate in English - University of Cambridge