

RITA PETRILLI

Product Designer



EXPERIENCE

Present (5 mon) **Product Manager & Product Designer** at ForceManager
- UI/UX app design (iOS, Android, web);
- projects and departments management.

Present (5 years) **UI/UX Designer** at Self S.r.l.,
startup based in H-Farm S.r.l.,
awarded by Apple as **most innovative** app in Italy.
- Brand identity: logo, website, landing pages,
advertising banners and business cards;
- UI/UX app design (iOS, Android, web);
- UX research & user testings;
- customer care;
- video/audio editing.

Oct-Dec **UI/UX Consultant**
2014 at Procore Technologies (USA)
remote collaboration - UI/UX app design (iOS, Android)

May **Graphic e Interaction Designer** (freelancer)
2014 concept, UX/UI of the project **Ok2me**,
in collaboration with Tommaso Marcelli.

EDUCATION

2013 **Graduate Master degree, Visual Multimedia**
2010 **Communication, Art and Design. 110/110**
at IUAV, University of Venice

Thesis: *Circlemeal. An application to visualize and compare nutritional values.* April 2013.

2010 **Undergraduate, Industrial Design,**
2006 **Faculty of Architecture, 110/110 cum laude**
Graphic Design, at Faculty of Architecture, Polytechnic
Institute of Bari.

Thesis: *Waste Land. Analisi e narrazione del degrado ambientale attraverso l'Information Design.* July 2010.

2006 **Science Education**
2001 at High School "G. Marconi", Foggia. Mark: 100/100

2012 **EXPERIENCE**
Workshop & courses

Editorial design | W.A.VE.
at IUAV, University of Venice (4 weeks intensive)

born in Foggia, south-east Italy
23/03/1987
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TOP SKILLS

UI/UX design, Editorial design,
Web Design, Information Design,
Product Design, typography,
corporate identity, video editing,
illustration, project management.

TECHNICAL SKILLS

Good knowledge of
Windows and MAC Platforms.

Graphic Design

Level: strong
Adobe Creative Suite CC
(InDesign, Illustrator, Photoshop),
Sketch, Fontlab 5.0, OmniGraffle

Audio/Video editing

Level: good
Adobe Creative Suite CC
(Premiere Pro, After Effects),
Audacity

3D modeling and rendering:

Level: good
Autocad, Rhinoceros, V-ray,
Cinema 4D

Editorial Design, with Leonardo Sonnoli, Massimiliano Ciammaichella, and Marina Montuori.
Design the journal of the workshop: handle the graphics of a daily selection, choose the photographic material and layout.

- 2012 Physical Computing**
at IUAV, University of Venice (2 weeks intensive) with Giorgio Olivero. Prototype a device using the microcontroller Arduino.
- 2011 Type Design**
at IUAV, University of Venice (2 weeks intensive) with Luciano Perondi. Design an open-source character (*Tipomundi*) for maps using Fontlab.
- 2010 Creative Coding**
at IUAV, University of Venice (2 weeks intensive) with Steffen Klaue e Bianca Cheng Costanzo. Prototype a mobile application using Processing and iProcessing.
- 2010 Creative Coding**
at IUAV, University of Venice (2 weeks intensive) with Till Nagel. Create an interactive videogame or a service of data analysis using Processing.
- 2009 TYPE-OH! (Type design)**
at Polytechnic Institute of Bari (3 days intensive) with Maria Rosaria Digregorio.
Materic typography. Invent a character using creams, toothpaste and liquids.
- 2009 "Liberi caratteri tipografici" (Type design)**
at Masseria Martucci (Altamura) with Luciano Perondi. (4 days intensive) Design an open-source character (*Cicerchia*) using Fontlab.

SUMMARY

In my university career I've dealt with the different aspects of design: product, interior, graphic, interaction. and I like finding relations and connections between the different fields. Now, I have more than five years of experience in interaction design and user interface design, I've learnt to understand the real needs and desires of people and customers. Working in the Self team, I've also developed project management skills and the ability to communicate across the departments, always trying to find a compromise on which all people in the team could agree.

TECHNICAL SKILLS

Web Design

Level: medium

Wordpress, CSS, HTML, PhP, MAMP

Creative coding

Level: basic

Processing, Arduino, for mobile and physical prototyping

LANGUAGES

Italian

Native proficiency

Inglese

Professional working proficiency

First Certificate in English Level B2.

University of Cambridge ESOL Examinations. December 2009

HONORS & AWARDS

Self App chosen by Apple as **Best New Business App Worldwide** (March 2015) and **Most Innovative App of 2015** (Italy)

Winner 1st prize - Confood 2014 – Compra qualità, risparmio in casa. with the project *Circlemeal*

Adobe Design Achievement Awards 2013.

Semifinalist in the Information Design category, with the project *Circlemeal*.

Adobe Design Achievement Awards 2011.

Semifinalist in the Mobile Action category, with the project *Tidings*.

PORTFOLIO

Please visit my online portfolio:

www.ritapetrilli.com

<https://dribbble.com/ritapetrilli87>

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