

# Mayse Falsiroli

## UX & UI Designer

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## About me

I'm an ambitious and dedicated self-taught designer. My studies taught me the importance of empathy when solving any design challenge. I'm looking for an opportunity to work with a talented team to learn new skills, share and cultivate what I've learned until now.

## Experience & projects

### WellBe - UX/UI Internship

February 2020 - Present

- Helped to conduct user interviews and create online surveys.
- Developed design concepts from initial sketches to polished final designs.
- Responsible to create wireframes and prototypes.
- Helped with all UX and UI decisions.

### Boots - Mobile App Redesign

December 2018 - February 2019

- Redesigned the mobile app to delight the user with a better experience.
- Applied design research methods to understand the problem.
- Created sketches, wireframes, user personas, journey maps and storyboards.
- Worked on a prototype to validate the final result with usability tests.

### Where's my pet? - Mobile App

November 2018 - January 2019

- I took part in all phases of the design process to create this app from scratch.
- Conducted market, industry and user research, user interviews to collect user data and find pain points.
- Created wireframes to show the entire product.
- Worked on a prototype to conduct usability tests.
- Responsible for the visual design decisions.

## Education

### Interaction Design Foundation

September 2018 - Present

Course certificates:

- User Research - Methods and Best Practices  
July 2019 - Present
- UI Design Patterns for Successful Software  
April 2019 - August 2019

### Human-Computer Interaction - HCI

February 2019 - April 2019

### Become a UX Designer from Scratch

January 2019 - April 2019

### Design Thinking: The Beginner's Guide

September 2018 - January 2019

### User Experience: The Beginner's Guide

September 2018 - December 2018

## Skills & Tools

|                            |             |
|----------------------------|-------------|
| User experience            | Sketch App  |
| User interface design      | Invision    |
| Design thinking            | Figma       |
| Human-computer interaction | Zeplin      |
| User centred design        | Principle   |
| Usability testing          | Axure       |
| Responsive design          | Adobe XD    |
| Storyboarding              | Photoshop   |
| Sketching                  | Illustrator |
| Rapid Prototyping          | InDesign    |

## Publications

### Where's My Pet? Case Study

Medium - Muzli Magazine

[medium.muz.li/wheres-my-pet-case-study-870b641d0e24](https://medium.com/muzli/wheres-my-pet-case-study-870b641d0e24)