

GIULIANA IPPOLITI

CONTENT DESIGN

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EXPERIENCE

Content Designer - User Experience

Freelancer. 2016 -

I led the visual language of projects, focusing on interaction design and collaborating with researchers, industrial designers, UX designers, and engineers. My activities included:

- Defining visual guidelines for interactive systems;
- Prototyping (paper and code-based);
- Communicate ideas with sketching and photography.

Interaction Content Designer

Freelancer. 2021 -

I collaborated with multi-disciplinary teams in several projects, two of them: the interaction design of a medical website and the UX of a well-known LATAM women's magazine web. I contributed to all stages of those projects, and my activities included:

- Concept ideation
- UI concepting/wireframing
- Visual and communication design
- Front-end prototyping

Content Designer - Courses

Freelancer. 2021 -

I developed a writing course combining the basics of Data Visualization theory and hands-on coding. The program was split in 5 modules, with an emphasis on interface design.

Content strategist and researcher

The Red21 Network Inc, MED Colombia (2020 -2021)

Worked on the interaction design and prototyping of data-focused projects.

EDUCATION

MBA JOURNALISM Specialised in Narrative.

Barcelona University - Columbia University, NY.
| Oct, 2016.

B.A. International Relations.

Universidad Santa María. VE. | Jul, 2009.

PROFICIENCY

Design

Sketch, Figma, Illustrator, inDesign, and Photoshop.

Coding

JavaScript, CSS, HTML

Storytelling

ACCOMPLISHMENTS

- User satisfaction after purchasing the info products increased by 25%; The Red21 Network Inc,
- Users reported feeling more comfortable interacting on the international shipping website; Lonbox.
- Provide Usability consulting for multimedia reports in El Periódico.

COURSES

Shane Snow on Storytelling - LinkedIn.

UX Writing & UX Editing - Crehana.

HTML - Google.

Google Analytics - Google.

BOOKS AND AWARDS

Lucía y El Ávila, Babidi-bú.

La Arepa, Hispalibros.

HERSTORIA AWARD, LES.