LOLLA MASSARI

Product Designer

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I'm a product designer specialised in B2B experiences. I worked mostly on data visualisation, SaaS products and e-commerce, and I've led numerous project from initial UX research to final UI design. I enjoy translating complex problems and challenging processes into an easily digestible visual language. My experience as a UX/UI Design teacher also enhances my mentoring and facilitation skills. Since I worked in very diverse teams, I increase my versatility and now I adapt easily to new environments. Understanding and advocating for customer needs is one of my main assets, together with my written skills and my work ethic.

💼 WORK EXPERIENCE

Product Designer | Henkel
Aug 2022 - *Present*

- Directing and executing the overhaul of the B2B Salonory e-commerce for American and Canadian market. Analysing and improving information architecture and UI to fit the brand language while elevating the user experience. Aligning design decisions with broader business goals.
- Leading B2B data-related projects, such as CRM, IoT, MRO Dashboards, from initial research to product final designs.
- Collaborated with my team to conceptualise and develop UX strategies for AI-related tools to be integrated within Henkel.
- Improving of user experience through application of design thinking process.
- Facilitating high-impact workshops across diverse departments, covering pivotal topics such as Metaverse, CRM, and R&D.
- Adept in stakeholder management and effective communication around design.
- Project management and stakeholder management. Juggling multiple projects and priorities effectively
- User Research and Testing. Data-based design decisions.

Product Designer | Accenture Song
Aug 2021 - Aug 2022

- Contributed to enhancing online presence and elevating the overall e-commerce experience for Cosnova's major cosmetics brands, Essence and Catrice
- Updated and documented the Design System for both brands, ensuring consistency with brand guidelines.
- Challenged client expectations with a user-centered approach, supported by thorough competitor analysis and research to substantiate design decisions.
- Communicating design decisions effectively to also non-design stakeholders

Product Designer | Customer Alliance
Jul 2019 - Jul 2021

- Establishing the UI fundamentals for the creation of the new Design System. Wireframing and prototyping.
- Driving the concept ideation and implementation of innovative features for our B2B SaaS platform.
- Translating of complex processes into easy-to-use interfaces, from low to hi- fidelity. User-oriented visualisation of big data.
- Effective communication with cross-functional teams. Presenting and advocating for customer driven design decisions to stakeholders. Iterative design mindset

UX/UI Design Teacher Assistant | Ironhack
June 2019 - Dec 2020

- Guiding aspiring professionals in achieving their career objectives, offering continuous feedback and mentorship on their projects.
- Provided invaluable support to the Lead Teacher in developing curriculum content and leading workshops
- Facilitating workshops and conversations across teams

🎓 EDUCATION

Ironhack Bootcamp
Sep 2018 - Jan 2019
Bootcamp in UX/UI Design

Miami Ad School Europe
Sep 2015 - Sep 2017
2 years Program in Creative Copywriting and Design

Bachelor Degree Roma 3 University
Sep 2011 - Mar 2015
Linguistic and Cultures. Language translation, writing and literature

✂️ SKILLS AND TOOLS

Skills: User Experience Design, User Interface, Design System, Wireframing and Prototyping, Product Design, User Strategy, User needs, Facilitation, Mentorship, Collaboration, UX Writing, Information Architecture, User Flows, E-commerce, Data visualisation, Dashboard design, Design Iteration, Holistic view, Systematic approach, User Research, User Testing, Project Management, User interviews, Business Analysis, Business goals, Agile, Sprints, UX Design Methodologies, Competitors Analysis, Problem Statements, Feedback and Communication, Design Thinking Process, Team Building, Workshops.

Tools: Figma, Miro, Azure DevOps, Hotjar, AI tools, ChatGPT, Bard (Gemini), Midjourney, Hotjar, Adobe Firefly, Loop, Slack, Confluence, Jira, PowerPoint, Adobe Creative Suit, Invision, Keynote.

🌐 LANGUAGES

Italian | Native
English | Bilingual