

MICHÈLE PIZZO VOIT

UX/UI Designer

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🌐 EN • ES • FR • IT • DE

SKILLS

Organizational

Project Management

Storytelling

Process Documentation

User Experience

Market Research

Competitive Analyses

Surveys

User Research

Personas

User Flows & Task Flows

Sitemapping

Sketching

LoFi & HiFi Wireframing

Prototyping

User Interviews

Beta Testing

Affinity Mapping

Development Handover

Other

3D Modeling

Rendering

TOOLS

Figma

Jira

Miro

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Wordpress

Rhinoceros 3D

Enscape

EDUCATION

Designlab UX Academy, *UX Design Certificate*

September 2022 | Remote

University of Florida, *Bachelor of Design, Architecture*

May 2018 | Gainesville, FL | Summa Cum Laude

EXPERIENCE

UX Designer, *Immortal*

September 2022 - Present | Copenhagen, Denmark

Road Code, *Professional Cycling platform*

- Led the UX design process for the Road Code cycling platform, overseeing the project from early development to handover.
- Conducted extensive user research, including interviews, market analysis, competitive assessments, and surveys to gather key insights.
- Cross-collaborated with the marketing/SoMe department to strategize ways to reach users for interviews, ensuring a diverse and representative sample
- Created personas, user flows, wireframes, and prototypes based on research findings.
- Collaborated closely with the UI designer to ensure a cohesive design.
- Analyzed existing platform features, identified user pain points, and implemented solutions through research and user testing to improve the overall user experience.
- Developed and implemented a wireframe library to optimize and enhance the efficiency of the wireframing process.
- Established a structure for documenting work to streamline the design process and ensure consistency across the project.
- Participated in two-week design sprints and worked closely with the product owner to ensure alignment between design decisions and project objectives.

Pass To Win, *Mobile App for Football*

- Conducted in-depth market research and comparative analyses for the project, identifying gaps in the market to develop a clearer concept.
- Led user interviews and synthesized findings into user flows.
- Created wireframes and prototypes and contributed to the development of the visual direction.
- Collaborated closely with developers during weekly stand-ups and handovers to ensure smooth implementation and alignment with design objectives.

UX/UI Designer & Project Manager (Hybrid/Part-Time), *Plus972*

October 2022 - October 2023 | Remote

- Managed the entire process from initial design to implementation, while working on multiple projects at a time.
- Designed the user interfaces of several e-commerce and real estate websites and presented design work to clients.
- Worked with a team of developers and engineers to carry out projects and conducted high level UX/UI audits to improve existing designs.