
Sara Grandieri

sara.grandieri@gmail.com
07930514765

saragrandieri.co.uk
Behance | Portfolio

Creative and detail-oriented UX/UI Designer and Visual Designer with over 13 years of experience, including extensive work at Apple Inc. Skilled in translating complex customer needs into intuitive, user-friendly solutions. Expert in usability testing, user research, wire framing, prototyping, and enhancing user experiences through design thinking. Dedicated to contributing UX/UI design skills to innovative and impactful projects.

Experience

Visual Designer and Content Specialist CE Apple

01 2024 - 06 2024

- Designed artwork, layouts, and templates, improving user engagement by 15%.
- Translated complex features into user-friendly visuals, enhancing user experience.
- Developed 100+ visual assets and animations, streamlining global communication.
- Collaborated with cross-functional teams to produce animated assets, resulting in a 30% increase in platform retention.

Genius Apple

10 2016 - Current

- Career progression from Sales Specialist to Genius role.
- Fully certified mobile and Mac technician for diagnostics and repairs.
- Team top performer leading the team in repair efficiency and quality, 99% success rate.
- Customer-facing troubleshooting and handling customer complaints, 97% customer satisfaction rate.
- Facilitated training sessions enhancing the skills and productivity of new hires and tenured teams..

Co-Founder + Creative Director A&S Design Studio

02 2010 - 12 2016

- Managed end-to-end project lifecycles, ensuring timely delivery and adherence to quality standards.
- Conducted UX research and usability testing, improving user satisfaction and product usability.
- Created digital assets, including websites, mobile apps, and marketing materials, resulting in a 30% increase in client engagement.

Graphic Designer Marchetti Srl

06 2008 - 02 2010

- Redesigned the company's website UI, improving user interaction and increasing the user base by 25%.
 - Developed and executed marketing campaigns across diverse mediums, contributing to overall business growth.
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Skills + Tools

UX/UI Design
Usability Testing
User Research
Wire framing
Prototyping
Interaction Design

Information Architecture
Responsive Design
Visual Design
HTML & HTML5
CSS
Project Management

Presentation Design
Figma
Sketch
Adobe Creative Suite
Zeplin
InVision

Keynote
Final Cut Pro
Marvel

Education

Cert. UX/UI Design - CareerFoundry, Berlin
Cert. of Higher Ed. Photography - ArtéVision, Turin
High School Diploma - ITC Carlo Levi, Turin

Cert. Project Management - Coursera
Cert. Graphic Design - Cali Institute of Art

Languages

Italian Native
English Advanced
