

# Simone Fant



Portfolio



LinkedIn profile



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I am a formally-trained designer driven by exceptional curiosity and a keen interest in culture and human sciences. After specialising in UX Design I am eager to build my path in this field, which enables me to express my aptitudes in order to craft products and services that may provide real and meaningful value in improving people's lives.

## PROFESSIONAL EXPERIENCE

### FREELANCE DIGITAL DESIGNER

**Tax Nuggets Academy**

Melbourne, Nov 2022 – Present

Tax Nuggets Academy is a live learning platform for Australian finance professionals, focusing on SME accountants and advisors, providing practical, engaging and accessible Continuing Professional Development

### FREELANCE UX/UI DESIGNER

**Finuprise Aps**

Copenhagen, May 2021 – Nov 2022

Finuprise is a young startup that aims to empower individuals to make an impact through sustainable investments and contribute to changing the status quo. Working on the UX/UI of Finuprise mobile and [web application](#), I am in charge of:

- Establishing a design system and ensuring that it is consistently and responsively applied within the design work, for both web and mobile environments
- Engaging with product management and engineering teams to understand project requirements and build solutions that fit those requirements
- Developing and presenting documentation, information architecture, user flows, annotated wireframes, and interactive prototypes
- Conducting user testing sessions to make product iterations and improvements
- Developing the visual standards, logo and brand image of Finuprise and applying them to different types of assets (website, pitch decks, social media etc.)

### SERVICE DESIGNER

**Generali Italia**

Sep – Dec 2019

I took part in the **Candidate Journey Contest**, a competition whose aim was to design a new talent acquisition experience for the jobseekers of the insurance firm Generali, by leveraging the resources of the digital environment.

### ASSISTANT MARKETING & COMMUNICATION MANAGER

**Amadeus IT Group**

Milan, Apr 2018 – Apr 2019

- Direct marketing campaigns in compliance with the global guidelines
- Advertising and newsletter campaigns in coordination with the PR agency
- Creation of visual communication materials following the corporate guidelines
- Events management (conferences, trade exhibitions)
- Communication management for both internal and external distribution
- Localization of corporate documents, user guides, reports, corporate website
- Content creation for social media channels

### COMMUNICATION DESIGNER

**MeglioMilano Association**

Milan, May 2017 – Sep 2017

- Visual communication for a solidarity project supported by the governance of Milan, promoting the cohabitation between students and self-sufficient elderly
- Content creation for social media
- Organized the distribution of promotional material among the Association's network of partners

### PRODUCTION & COMMUNICATION ASSISTANT

**Magà Global Arts**

Milan, Sep 2016 – Feb 2017

- Assistant of the Israeli composer and multi-media artist Yuval Avital
- Visual communication for **Requiem Monumentale**, sound installation for the celebrations of the 150th anniversary of Monumental Cemetery in Milan
- Worked on production of the show **Reka Re**, performed at Valli Opera House in Reggio Emilia as part of the programme of Festival Aperto
- Designed Yuval Avital's press kit and presentation brochures
- Managed the artist's website, press releases and invitations to events

### MARKETING, COMMUNICATION & ART DIRECTION INTERN

**Do.Mo.Art. Srl**

Milan, Nov 2015 – Jun 2016

- Supported the Art Director in conceiving and creating the whole visual identity for the 6th edition of **MIA Photo Fair**, including online/offline advertising, banners and bills, graphic arts, catalogue, invitation cards, exhibition design etc.
- Event planning
- Set-up of a photography exhibition curated by MIA Photo Fair in the city of Parma



## EDUCATION

### TALENT GARDEN

Vienna, Jun 2020 – Sep 2020

### H-FARM

Treviso, Oct 2017 – Feb 2018

### CATHOLIC UNIVERSITY OF THE SACRED HEART

Milan, Jan 2015 – Jul 2015

### IUAV UNIVERSITY OF VENICE

#### School of Design

Treviso, Sep 2009 – Mar 2014

#### Diploma: UX Design Bootcamp

Design sprints, Perception, Web & Graphic design, Requirements Engineering, Prototyping, UI & Interaction Design, User Research, UX Management

#### Diploma: Digital Entrepreneurship (ASFOR Accreditation)

Business and content strategies to launch digital startups and/or implement digital transformation projects within companies or agencies

#### Higher College of Media, Communications and Performing Arts Postgraduate Program: Project development for the Cultural Industries

The course objective was to train professionals who will be able to develop cultural projects and events with emphasis on their relationships within the urban, economic and regional context

#### Bachelor Degree: Industrial Design

Product design, Graphic design, Web design, Ergonomics, Materials Science  
3D-Modeling working student at Segnoprogetto Rendering Srl (Udine), from Oct 2011 to Jan 2012, part of the curricular plan



## EXPERTISE AND SOFT SKILLS

#### UX and Prototyping tools

Figma ● ● ● ● ● ●

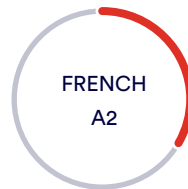
Principle, Balsamiq, Bubble, Miro, Notion

#### Graphic design tools

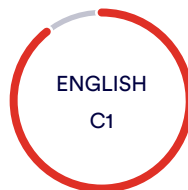
Illustrator ● ● ● ● ● ● ● ●  
Photoshop ● ● ● ● ● ● ● ●  
InDesign ● ● ● ● ● ● ● ●  
Cinema 4D ● ● ● ● ● ● ● ●



ITALIAN  
Native



FRENCH  
A2



ENGLISH  
C1

Cambridge English  
Language  
Assessment:  
**FIRST CERTIFICATE**

#### Digital skills

DEM: ContactSend, Eloqua

CMS: Adobe Experience Manager,  
Oracle WebCenter, Wordpress, Magento

Knowledge of basic HTML & CSS

#### Soft skills

Design thinking	Helpfulness	Reliability
Organisation	Teamwork	Curiosity
Writing	Creativity	Precision



## COURSES AND ACHIEVEMENTS

### LUBEC - Lucca Beni Culturali

Lucca, Oct 2019

### MAXXI - National XXI Century Arts Museum

Rome, Jun 2017

### OUTIS - National Centre for Contemporary Drama

Milan, May 2017

ESE Malta (2019)

St.Michael's CLG, Toronto (2007)

University College London (2006)

University of Bedfordshire (2005)

### CREATECH Open Lab 2019

Workshop about gamification techniques for the enhancement of cultural heritage assets

### Digital Think-in Lab

Advanced course focusing on digital solutions applications in the cultural industries

### Social Media for the Cultural Heritage

Led by Profili, marketing and digital marketing consultancy agency

### Certificate of attendance

English language



1<sup>st</sup> PRIZE

National writing contest  
"Modello Pirandello"

Kiwanis Club  
Agrigento, 2008