

● Costanza Mosi

User Experience Expert

Digital Interfaces Design Lecturer

Startup Mentor



● Contacts

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I've fifteen years of experience in designing digital interfaces.

I'm a **User Experience Expert** and I currently lead the UX team at **Docomo Digital in Florence**.

My role consists of **designing experiences for digital interfaces (mobile, tablet, desktop)**.

I'm passionate in studying UX techniques and last design trends. I've encouraged the introduction of **User Experience** and **Interaction Design Concepts** in Florence team.

Since 2012 I've held regularly **lectures** on “User Experience”, “Designing Digital Interfaces” and “Neuro web Design” both in office and outside the office. I'm also **Startup Mentor**.

"The Human Aspects of Digital Interaction", **"Big Data and User Experience"** and **"Bots, Chat, Voice, Zero UI: the future of interactions"** are the last workshops I held.

I'm continuously **updating** myself by attending specialized courses organized by Nielsen & Norman, Human Factors, Akendi and Ux Mobile London Conference.

● Work experiences

- Current
User Experience Expert and Lead of Ux-Design team at Docomo Digital in Florence
- 2001- 2011
Product Designer at DADA in the UX and Design Department
- 2001
Screenwriter for e-learning modules at **Giunti Publisher**
- 1999- 2000 **RAINEWS 24** (web portal of Italian Television)
Internships. Multimedia services designer.

My favorite Tools

Sketching: paper and pencil

Wireframing Adobe XD, Fireworks, Balsamiq Mockup

Prototyping: Adobe XD, Invision

Usability test: Usertesting.com, Optimizely

Presentation: ppt, Slides

Last projects

Magazine app, Games app, Video streaming app, all delivered by Docomo for the main Carriers' Portal in the world

● Expertise & knowledge

- **Product strategy**, define with managers and product owners product objectives + user needs + tech feasibility
output business goals + success metrics+ brand identity
- **User research**, discover users' target, their needs and behaviors.
output: interviews, surveys, focus groups, customer journey maps, personas, scenarios.
- **Information architecture**, organize content and set the navigation flow:
output: card sorting, site maps, flowcharts
- **Pages layout definition**, identify the interfaces' elements (buttons, links, images...), their position, their behavior (animations, transitions...) and how user's interaction is supposed to be.
output: sketching, wireframes, prototyping
- **User testing**, evaluate the prototype understanding.
output: usability tests with real users and through on line tools (usertesting.com)

Continuous collaboration with tech team: assure the best possible product output through shared solutions in a **Agile context**

Trainings: update my team about UX guidelines and last design trends.

Heuristic Evaluation and Expert Evaluation

● Trainings Course & Education

2013 -2017

- **Communicate to lead**, Dale Carnegie, Milan, June, 2017
- **UX Mobile London Conference**, London, November 2016
- **Ux mobile, Nielsen&Norman training**, London 2016
- **UX research & experience mapping**, London, September 2015
- **Goal Directed interaction design**, Bologna, November 2015
- **Design with scenari and personas**, Rome, April 2015
- **Gamification**, Coursera, on line course, January 2015
- **Mobile User Experience**. Nielsen Group, London, November 2014
- **User Experience Design Fundamentals** Udemy, online course, October 2014
- **The Science and Art of Effective Web and Application Design**. Human Factors, London, October 2013

2000

- Internships at Rai News 24 (web portal of Italian Television)
- Master in New Media University of Florence (12 months)

1998

Degree in law. Final dissertation on internet regulation and the relationship with the article 21 of the Italian Constitution.

● Lectures

Last Workshop held

- Emotional Design, Meetup, StudentHotel, Florence, November 2018
- User experience and Ux design process, IED, Florence, September 2018
- Designing digital Interfaces, Webinar in english for startup selected by IRSUS European Community, May 2018
- User Experience & Artificial Intelligence, Artistic High School in Florence, May 2018
- Big Data & User Experience, lecture for Master in Big Data, Florence University, December 2017
- Mobile UX, Milan Communication Accademy, January 2017
- Journey Map & How create personas Workshop, Docomo, October 2016
- New digital Professions, Artistic High School in Florence, April 2016
- Customer Journey Map: Personas & Scenari, Docomo, 2016
- Introduzione all'Interaction design, Docomo, 2016
- User Experience, Mobile, Neuro web design, Docomo, 2015

Recurrent courses

- Designing Digital Experiences, Hubble -Nana Bianca, Florence, 2017; 2018
- Course in Web Graphic Design, Nemo Digital Accademy (since 2012)
- Designing Digital Interfaces Lectures, Master Formazione Manageriale QUEC, Executive Master in Marketing Digitale & New Media Communication (since dal 2012)

Mentorship

- 2017, Start To Be Circular, Bracco, Milano StartupItalia
- 2016: Internet Festival di Pisa, StartupItalia
- 2016: CheBanca! Italian Fintech Awards 2016, StartupItalia