SARA ALESSI - UX/UI designer

UX/UI designer with HR leadership background. I implemented efficiency-driven projects at Amazon and used my previous experiences to craft user-centric solutions blending data with design thinking.

Check out my work at: www.saraalessi.com

More info on Linkedin: sara-alessi

Email me at: alessisara7@gmail.com

Call me at: +352 661 740 714

PROFESSIONAL EXPERIENCE

UX/UI designer - Freelance The Design Aid
2023 - now

- Self-initiated the research, testing, and redesign of an Amazon internal tool decreasing average time spent on looking for a customer from 30 min/search to 15 min/search
- Conducted in depth competitive analysis, and developed a responsive website tailored to meet the needs of a client aiming to outperform market competitors
- Led end-to-end design (user research and product design) and development of a website to establish a new brand in the market

Human Resources People manager - Amazon
2021 -2024

- Led a team of 10 HR professionals supporting 10+ countries
- Eliminated team roadblocks, resulting in a 10% increase in work efficiency and improved collaboration in the teams by conducting regular calls and follow ups with stakeholders
- Executed 20+ process improvements impacting a population of ~30k
- Analysed pay defects and customer negative reviews weekly to find opportunities for improvements and innovation

Senior HR Administrator for German market - Amazon
2019 - 2021

Head of Public Relations for NGO - AIESEC
2018 - 2019

- Achieved overall growth of +125 % compared to the previous year by implementing new communication strategies
- Handled communication of a 2-day event, with final result of 5.000 Twitter impressions, 45.000 unique visitors, 2.000 interactions, 3.000 people on both days on Facebook Live, and 60 publications. Led a team of 6 people for the event

HARD SKILLS

- Design tools (Figma, Adobe XD)
- UX research
- Scalable design
- Web Development (Webflow, Wix, Tilda)

SOFT SKILLS

- User-center approach
- Goal oriented
- Solution oriented
- Leadership

LANGUAGES

- Italian — Native
- English — Fluent
- French — Elementary
- German — Elementary

EDUCATION

Google Foundation of User Experience Design, Cousera - 2023

Bachelor in International science, development and cooperation, UNITO - 2019