SARA ERMINI

CURRENT POSITION
UI/UX Designer and Researcher
sara.ermini@unisi.it
https://sites.google.com/unisi.it/saraermini

MAIN EXPERIENCES

LabVR Siena
UX Researcher and designer
2020 - Present

CAVE and HMD virtual experiences for educational and research purposes.

IxD Lab, DISPOC, DIFCLAM and DIISM University of Siena
UI/UX Designer and Researcher
2016 - Present

Projects: VIRTUAL MAITRE (AR services for tourism), SPEAKMI (VUI for training and assistance for chemical technicians), EYE-TRACKER (cognitive conflict research), ADNSTORYTELLING (platform for the National Diary Archive of PSS), FIND (rapid prototyping of interactive solutions for AR), INASSE (Off grid boxes), FEDERIGO TOZZI (literary interactive map), LABOR-B (chatbot), AXIOM (Smart Home and Smart Video Surveillance)

MAIN TEACHING EXPERIENCES

University of Siena
Fellow in Cognitive Science and Technologies
Fellow in Interaction Design - *2014/2022*

VitaLab - ITS vita
Teacher in UX for VR and AR - 2021/2022

University Suor Orsola Benincasa (NA)
Teacher in Cognitive Ergonomics – 2016

VAR Group – IFTS "Art applications"
Teacher in Design of information systems to support tourism applications

EDUCATION

Master's degree in Persuasive Communication and New Media on "*Energy Efficiency and the Role of Citizens*"; Bachelor's degree in Communication Sciences and Technology on "*Barbara Kruger: beyond the commonplace*"- University of Siena

Classical Maturity Diploma on "*Interdisciplinary thematic on the signification of colors*"

SKILLS

User Research
Scenarios and Storyboards
Wireframes and Mockups
Rapid Prototyping
User testing & UX Evaluation
Graphic and communication design
Data visualization
HTML & Bootstrap CSS

MAIN TOOLS

XD, Figma, Balsamiq
MozillaSpoke/Hubs
Metaverse, Wikitude, Zapworks
Adobe Photoshop, Illustrator, InDesign
Excel, Tableau, Losant Platform
Algho, VoiceFlow

ACHIEVEMENTS

2014 - Cofounder of Hybrid Spacex - Winner of Apea Creative for Young Startups