

# MARGHERITA TURRIN UX/UI Designer

Purpose-driven UX Designer with a background in Digital Media and Graphic Design. Experienced in communicating design solutions to clients and stakeholders; skilled in creating user-centred visual solutions using iterative design processes. Looking for opportunities to get involved in projects that focus on the theme of sustainability, green energy, and circular economy.

## WORK EXPERIENCE

### Freelance Digital Creative

Margherita Turrin, Edinburgh

09.2017 - current

- Helped a Greek start-up in defining its brand identity. Collaborated with a team of designers and developers in the creation of the company's website by conducting competitive research, creating wireframes and designing high-fidelity mockups.
- Edited video tutorials for the iOS app of a British fintech startup.
- Continued the collaboration with Aurora Edinburgh in the continuous update of their website and social media channels. Restructured the website to accommodate e-commerce needs as a result of the Covid-19 pandemic.

### Graphic Designer

Epoch Press, Edinburgh

06.2020 - current

- Supported a newly-founded independent publisher by developing their brand identity.
- Collaborated with the social media and web team in designing graphics for the organisation's channels, website, and e-commerce.
- Designed digital assets that played a fundamental role in the success of the company's Kickstarter campaign in July 2020.

### Administrator & Marketing Manager

The Nexus Room, Edinburgh

01.2020 - 07.2020

- Developed brand identity and online presence of a newly-opened coworking space. I was solely responsible for the design and implementation (Wix) of the company's website, improving the business' searchability.
- Researched best practices, services, and local competitors, and implemented a new pricing strategy and additional services, resulting in a successful increase in the number of enquiries and membership subscriptions in the first trimester of 2020.

### Designer & Communications Officer

Aurora Modern Eatery, Edinburgh

10.2017 - 12.2019

- Supported the business in the early stages by developing its brand identity and establishing the company's online presence through social media management and web design. The project included the design and development of the business' website (Wix) which became the main point of contact for customers.
- Successfully collaborated in establishing the business in the local restaurant scene through social media, email campaigns, and continuous website improvement. The position continues on a freelance basis.

## EDUCATION

### Careerfoundry, Certificate in UX Design

07/2020 - current

Intensive project-based training program (400+ hours). Designed the web app "Ink Tank" following the Design Thinking framework from the initial research phase to the development of a high-fidelity mockup in Adobe XD. The process focused on understanding the user and developing solutions based on data-driven insights.

### Edinburgh Napier University, BSc (Hons)

2012 - 2017

BSc (Hons) Digital Media, First class Honours degree

## CONTACT

Edinburgh, UK

+44 7747745282

margherita.turrin@gmail.com

www.margheritaturrin.com

linkedin.com/in/margherita-turrin

## TOOLS

Adobe XD

Balsamiq Wireframes

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

Mailchimp

Wix / Wordpress

## SKILLS

Design Thinking

User Interviews

User Personas Building

User journeys and flows

Wireframing

Prototyping

User testing

## LANGUAGES

English, proficient

Italian, native