

ANNA-LISA FONDATO

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Multidisciplinary Experience Designer passionate about the intersection between people, objects, services and environments – and using the power of human-centred design to push the boundaries of what is possible to craft new meaningful sustainable realities.

SKILLS

APPLIED

RESEARCH | Usability tests, Depth interview, Online survey, Competitive benchmarking, Heuristic evaluation

ANALYSIS | Persona, Empathy map, Affinity diagram, Journey map

DESIGN | 2D Drawing, 3D Model, Hands model making, Sketching, Flow diagram, Defining navigation, Prototyping from Lo-Fi to Hi-Fi, Wireframing

TOOLS

VISUAL | Figma, Miro, Adobe Illustrator, In-design and Photoshop

2D & 3D | Solidworks, Rhinoceros, Cinema 4D, 3D Studio Max, Key-shot, Autocad, P-Con Pro, V-ray

LANGUAGES

MOTHER TONGUE | Italian

OTHER LANGUAGE | English

RELEVANT COURSES

GOOGLE ANALYTICS | GOOGLE
Jan. 2023 - Present

HUMAN-CENTERED DESIGN | IDEO
Sept. 2020 - Nov. 2020

DESIGN THINKING | IDEO
May 2020

SERVICE DESIGN | UAL Central Saint Martins | Antonio Starnino & Marc Garcia Fortuny
Dec. 2017 | London (UK)

WORK EXPERIENCE

SAINSBURY'S | CUSTOMER EXPERIENCE DESIGNER

Apr. 2022 - Present | London (UK)

UX Design | UI Design | Working on end to end customer design experiences for in-store products, defining the design approach and executing on deliverables.

Projects I'm currently involved in:

Pick&Go Trial Store, a checkout-less store powered by Amazon Just Walk Out technology.

SmartShop, an in-store shopping app that lets you scan, bag and go.

WELL-FARE STARTUP | DESIGN EXPERIENCE STRATEGIST |

Freelance

Dec. 2020 - Apr. 2022 | Remote | Italy

Strategic Design | Graphic Design | Define, design and evolve strategy, products & services and experiences primarily working on COYZY project.

UX Design | UI Design | Provide digital solutions to solve user needs and business challenges and to deliver the first MVP of COYZY app.

VITRA | INDUSTRIAL DESIGNER | Contract

Mar. 2019 - Feb. 2020 | London (UK)

Product Design | Developing design solutions for bespoke products.

Interior Design | Creating space plans for offices and brand environments at various retailers and showrooms.

Graphic Design | Designing both small and large format supporting graphics for product launches or events, and both digital and printed for marketing and the sales team.

SAMUEL WILKINSON STUDIO | INDUSTRIAL DESIGNER | Contract

Jun. 2018 - Dec. 2018 | London (UK)

Product design | Carrying out from the brief, detailed proposals, including conducting researches, making mock-ups and reviewing design work and clients' prototypes.

Space design | Working together with the Beem brand on products launch and designing the exhibition displays for the trade fair event.

EX.T | INDUSTRIAL DESIGNER & DESIGN MANAGER

May 2014 - Oct. 2017 | Florence (Italy)

Brand identity | Product development | Technical support | Product management | Graphic Design

EXHIBITIONS

DESIGN & ARTWORK

VIA DAL RECINTO

Cartasia Biennial 2016 | Lucca (It)

TAKE A SEAT

Milan Design Week 2013 | Milan (It)

SPACE DESIGN

BEEM STAND

Design Junction 2018 | London (UK)

EX.T STAND

Maison & Objet 2017 | Paris (Fr)

Salone del Mobile 2016 | Milan (It)

EX.T SHOWROOM

Milan Design Week 2015-'17 | Milan (It)

EVENTS ORGANISATION

ICCHÈ CI VAH CI VOLE

Festival 2015-17 | Florence (It)

SOCIAL EXPERIENCE

NO DUMP | CULTURAL ASSOCIATION

Sept. 2014 - 2018 | Florence (It)

ISIA | ASSISTANT PROFESSOR | Contract

Oct. 2013 - June 2014 | Florence (Italy)

Strategic Design

EX.T | INDUSTRIAL DESIGNER | Intern

July 2013 - Sept. 2013 | Florence (Italy)

Product Design | Graphic Design

COSMOSTUDIO | INDUSTRIAL DESIGNER | Intern

Apr. 2011 - May 2011 | Florence (Italy)

Furniture Design | Graphic Design

EDUCATION

Professional Diploma in UX DESIGN

Nov. 2020 - Jun. 2021 | UX Design Institute

MS in PRODUCT DESIGN GPA 110/110 with honors

Oct. 2011 - Feb. 2014 | ISIA, Florence (Italy)

BA in INDUSTRIAL DESIGN GPA 110/110 with honors

Oct. 2007 - Sept. 2011 | University of Florence, Florence (Italy)