

# Sara Grandieri

## UX/UI Designer

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Dynamic UX/UI Designer with a solid background in technical support and visual design at Apple Inc. Proficient in transforming complex customer needs into user-friendly solutions, I specialise in creative problem-solving and project management to enhance user experiences effectively. Looking to leverage my experience in UX design for native apps to contribute to targeted, innovative projects.

## Experience

### Apple

#### Visual Designer and Content Specialist CE

London, UK  
Jan 2024 - Present

- Developed over 100 visual assets and produced engaging videos and animations to enhance global internal communications and team morale.
- I led the development and execution of a visual internal communication marketing campaign targeted at team members in the IN market. This initiative significantly improved their readiness and effectiveness, resulting in broader team engagement and increased profits through enhanced customer conversion rates.
- Collaborated with cross-functional teams to develop and implement animated assets for a Internal communication platform(hello), enhancing team engagement and retention.

### Apple

- Genius
- Technical Expert
- Technical Specialist
- Specialist, Sales

London, UK  
2016 - 2024

- Fully certified mobile and Mac technician for diagnostics and repairs.
- Team top performer leading the team in repair efficiency and quality, 99% success rate.
- Customer-facing troubleshooting and handling customer complaints, 97% customer satisfaction rate.
- Sales specialist, consistently exceeding expectations results.
- Facilitated training sessions enhancing the skills and productivity of new hires and current team members.

### SG Photography

#### Founder and Portrait Photographer

London, UK  
2016 - 2020

- Established a successful portrait photography business, capturing detailed personal stories in a documentary style.
- Built a loyal customer base and expanded service offerings through high-quality, personalised photography services.

### A&S Design Studio

#### Co Founder and Creative Director

Turin, Italy  
2010 - 2016

- Directed digital project management and execution for over 40 clients, enhancing their online presence through website overhauls and SEO optimisations.
- Improved client onboarding and project deliverability, significantly boosting client satisfaction and market presence.

### Marchetti Srl

#### Visual/UI Designer

Turin, Italy  
2008 - 2010

- Redesigned the company's website and mobile app UI, enhancing customer interaction and feedback.
- Created new marketing materials that increased user engagement and improved customer feedback on digital platforms.

## Education

Career Foundry, Berlin  
UX Design, Specialisation In UI

ArtèVision, Turin, Italy  
Master's Degree In Photography

ITC Carlo Levi, Turin, Italy  
High School Diploma In Accounting

## Skills

### Technical Skills

User research and user strategy, Wire-framing, User testing, Prototyping, Card Sorting, UI design, Responsive web design, Information architecture, Interaction design, Analytics, Photoshop, Illustrator, Figma, User centred design, Keynote, HTML & HTML5, CSS Frameworks, Wordpress.

### Interpersonal Skills

Empathy, Active Listening, Conflict Resolution, User Advocacy, Collaboration, Adaptability, Presentation Skills, Time management, Negotiation, Communication

## Certifications

Apple Certified MacOS And IOS Software Troubleshooter

Apple Certified Hardware Repair Technician For Mac And IOS Devices

## Languages

English   
Italian 

## Strengths

### Adaptability

Experience adjusting to various project shifts, ensuring efficient completion and team coordination.

### Team Collaboration

Dedicated to engaging with cross-functioning teams, aiding in bringing Design visions to life.