

# CHIARA MALICSI

## EXPERIENCE RESEARCH & DESIGN

I am a passionate Human-Centred Designer with a strong background in User Experience (UX), Business Development and Management. I create purposeful experiences with the user and business goals at the centre of everything.

### PORTFOLIO

chiara.io

### HOW TO REACH ME

- 0480 171 677
- hi@chiara.io

### PROFESSIONAL SKILLS

- Design Research
- Personas
- Journey Maps
- Design Workshops
- Usability Testing
- Prototyping
- Account Management
- Workshop Facilitation
- Presentation

### EDUCATIONAL TRAINING

- **User Experience Design**  
Academy Xi  
10-week full-time course
- **Product Management**  
Academy Xi  
One-day bootcamp
- **Bachelor's Degree, Economics**  
Xavier University

### WORK EXPERIENCE

#### Lead UX Design Mentor

Academy Xi | 03 Feb 2020 – Apr 2020

- Mentored students in **11 UX and Service Design** client projects
- Received a **9.8/10** student feedback rating
- Facilitated design workshops, practical activities to reinforce theory
- Provided additional content, tips and techniques particularly in various research methodologies, creating research plans, usability testing, and prototyping

#### UX/UI Researcher and Designer

Xplor | Nov 2019 – Nov 2019  
UX Design Course Placement

##### Research

- Stakeholder interviews to understand client's goals and perspective
- Methodologies implemented:
  - Surveys
  - Competitor analysis
  - Intercept interviews
  - Contextual enquiries via booked tours at childcare centres
  - Interviewed parents, childcare educators and administrators
- Created personas, current and future state customer journey maps

##### UX and UI Design

- Ran ideation workshops and identified the minimum viable product
- Created sketches and wireframes of a website that aimed to:
  - improve the experience of busy parents when searching for childcare centres
  - provide a level playing ground for big and small centres alike
- Conducted in-person and remote usability testing which resulted to 2 iterations of the website

##### Stakeholder and Project Management

- Presented to Product Team and CEO
- Subsequently asked to present to entire company during weekly stand up
- Served as Point of Contact for the client
- Set up regular client check-ins to manage client expectations
- Used Trello, a Kanban online tool, to keep track of tasks and timeline

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## WORK EXPERIENCE

### **User Experience (UX) Researcher + Designer**

Swann Communications | Nov 2019 – Nov 2019  
UX Design Course Placement

#### Research

- Sourced North American and Australian participants via
  - ads, surveys and intercept-based methods
- Conducted in-person and online interviews, contextual inquiries
- Created persona and customer journey map based on research insights

#### Usability Testing & UX Design

- Tested website design provided by client remotely with North American users
- Ran ideation workshops for new design recommendations
- Sketched, wireframed and created prototypes
- Conducted 2 rounds of usability testing and iterations

#### Client and Project Management

- Presented to Global Digital Marketing Manager
- Acted as client's Point of Contact
- Facilitated client check-ins
- Used Trello, a Kanban-style tool, for project management
- Handed over research data, artefacts to client at project completion

### **User Experience (UX) Researcher + Designer**

Zero Impact | Oct 2019 – Oct 2019  
UX Design Course Placement

#### Research

- Conducted stakeholder interviews and check-ins to understand client's goals and perspective
- Sourced participants by getting in touch with local councils, manufacturing associations all over Victoria
- Employed various research strategies such as surveys, competitor analysis, booking tours at hospitals/distilleries, interviewing engineers, farmers, brewers, and boiler operators
- Created personas and customer journey map based on research data and insights

#### Design

- Ran design workshops and identified the minimum viable product for industrial boiler users
- Created sketches and wireframes of a website that aimed to educate our customer group on the company's initiative and product offering
- Prototyped and conducted in-person and remote usability testing which resulted to 2 iterations of the website

#### Client and Project Management

- Presented to CEO/Founder and served as Point of Contact for the client
- Provided quick regular updates to manage client expectations
- Used Trello, a Kanban online tool, to keep track of tasks and timelines

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## OTHER RELATED WORK EXPERIENCE

### Director

Clear Mile Technology and Services Inc. | Aug 2017 – Sep 2019

- Led Business Development and **grew customer base by 400%** in 2018 via:
  - Competitor Analysis
  - Researching and sourcing leads
  - Networking
  - Conducting sales presentations
  - Improving customer satisfaction
- **Designed website and business document templates** based on various research methods:
  - Competitor analysis
  - User interviews
  - Surveys
  - Usability Testing
- Designed and facilitated new-hire onboarding

### Business Development and General Management

Henderson Blake Business Solutions Inc. | Oct 2014 – Jul 2017  
Vanguard Screening Solutions | Nov 2013 – Sep 2014

- **Designed style guide** for website and business document templates
- Tested website design and handed over testing feedback and design recommendations to Coding Team
- **Facilitated software user testing** with Coding Team
- Generated business leads
- Grew total income by **20%** in 2015
- Promoted as **General Manager** from 2016 - 2017
- Maintained relationship with clients post-sales
- Managed 49 employees
- Client and Stakeholder Management

### Recruitment and Account Management

ABS-CBN Corporation | Apr 2013 – Oct 2013  
ExcelAsia Training and Development | Jun 2009 – Apr 2013  
Sitel Philippines | Jun 2007 – Feb 2009

- Sourced possible candidates via job fairs, job ads and boards
- Prepared and conducted Interview questionnaires
- Profiled candidates based on available job roles and their role descriptions
- Trained recruitment specialists
- Account and project management
- Regular retrospective sessions with clients and hiring managers