



Chiara Ricolfi

Experience Designer

12+ years in UX, UI & Digital Art Direction

With a wide background in **communication** and **visual design** and a deep expertise in beauty, fashion and luxury brands, I blend **user-centred analytical problem-solving** skills with passion for innovation and commitment in creating **seamless and engaging customer experiences**.

Languages

- Italian - native speaker
- English - fluent (C1)

Tools

Design & Prototyping

- Figma & FigJam
- Sketch
- Miro
- Principle
- Rive
- Adobe CS
- Ai
- Ps
- Ae
- Id

Documentation & Collaboration

- GSuite
- Slack
- Confluence
- Jira
- iWork
- MS Office

Functional Expertise

- UX & User Centric Design
- UI Design & Prototyping
- Digital Art Direction
- Experience & Service Design
- Usability & Accessibility Patterns
- eCommerce Customer Experience

Industry Expertise

- Fashion & Retail
- Beauty & Cosmetics
- Automotive
- Design

EXPERIENCE

- Jun 2022 - Present**
ACCENTURE SONG
Sr. Experience Design
- Jan 2019 - May 2022**
OPENMIND
Experience Designer
- Dec 2016 - Jan 2019**
DIGITOUCH GROUP
Sr. Digital Art Director
- Jul 2015 - Nov 2016**
LAYOUTWEB C/O PINKO
Digital Art Director
- Mar 2011 - Jul 2015**
RUN DESIGN
Digital Art Director
- Mar - May 2009**
BITMAMA
Jr. Digital Art Director

AWARDS

- Oct 2024**
Red Dot Winner 2024
Bulgari Digital Flagship Store, E-Commerce Experience

VOLUNTEERING

- Oct 2019 - Mar 2020**
TEDxBrianza
Art Director

EDUCATION

- 2024**
CSQ CONTENT SQUARE
Voice of Customer, Experience & Product Analytics
[View my certificates](#)
- 2020 - Present**
INTERACTION DESIGN FOUNDATION (IXDF)
Accessibility, Usability, IxD Psychology, User Research, Visual and Service Design
[View my certificates](#)
- 2012 - 2014**
MOHOLE SCHOOL
Responsive design - HTML5, CSS3, JS, jQuery - Wordpress Development
- 2007 - 2010**
POLITECNICO DI MILANO
Communication Design
Master's Degree - 110/110
- 2009**
INFORGROUP REGIONE LOMBARDIA
Web Design
- 2008**
FOLKWANG UNIVERSITAT DER KUNSTE - ESSEN (DE)
Erasmus Program
Communication Design and Photography
- 2004 - 2007**
POLITECNICO DI MILANO
Communication Design
Bachelor's Degree - 102/110

chirico.design

[/in/chiararicolfi](https://www.linkedin.com/in/chiararicolfi)

[@ chiara.ricolfi@gmail.com](mailto:chiara.ricolfi@gmail.com)