

# Alessandra Sgariglia

UX/UI · Interaction · Graphic Designer



Designer working at the intersection of research, technology, and lived experience, with an MSc in Digital & Interaction Design (Politecnico di Milano, 110/110). I design research-driven physical-digital experiences, from UX strategy and interactive prototyping to branding and content. I care about mental health and wellness - designing interfaces that reduce friction and restore calm - about movement and the body as a site of interaction, and about ecology and the systems we inhabit and shape.

## Experience

### Freelance Designer

Self-employed | 2022–2026

Built an e-learning platform (Squarespace + Thinkific); developed cohesive digital presences and content strategies for clients across web and social. Worked independently from brief to delivery. Created and managed Pazzamente (Italian psychology podcast): planning, filming, editing, and social media.

### UX/UI Design Intern

Colla Studio | Mar–Apr 2025

Implemented app flow updates based on client feedback; designed an e-commerce proposal with responsive wireframes and interactive prototypes; contributed to a scalable design system and client presentation materials.

### Teaching Assistant & Academic Collaborator

NABA Roma | 2022–2023

Assisted and co-led Advertising lectures for the Graphic Design department; mentored students with a focus on international cohorts. Managed the department's social media, organised event logistics, and produced graphic design content for exhibitions and departmental events.

## Recognition

### Tap&Know

Milano Design Week 2026

Wearable smart pin for creative networkers: a physical-digital object that shares your portfolio with a single tap, no app needed.

### Nexus

STS Italia Conference 2025

Interactive installation exploring more-than-human communication: visitors breathe into a device, donating biological chemicals to a collective effort against climate change, initiated by bacteria and translated by AI.

## Languages

Italiano (madrelingua)

English (fluent)

## Education

### MSc Digital & Interaction Design — Politecnico di Milano 2023–2025

110/110

Specialised in UX/UI design & research and interaction design — covering information architecture, service design, physical-digital prototyping, embodied interaction, and human-machine interfaces.

### BA Graphic Design & Art Direction — NABA Roma 2019–2022

110L/110

Focused on graphic design, branding & identity, and content & media — including art direction, UX writing, creative direction, cinematography, and motion graphics.

## Skills

### UX/UI Design

- User research
- heuristic evaluation
- usability testing
- information architecture
- journey mapping
- service blueprinting
- accessibility (WCAG)
- design systems
- Figma
- wireframing
- prototyping

### Interaction Design

- TouchDesigner
- Arduino
- ProtoPie
- HTML/CSS
- prototyping
- Unity (basic)
- embodied interaction
- physical-digital systems
- spatial design

### Graphic Design

- Branding & identity
- art direction
- illustration
- Adobe Creative Suite
- Miro
- responsive design
- copywriting

### Content & Media

- Content production
- video making & editing
- storytelling
- motion graphics