



Sofia Lenti

UX/UI DESIGNER

CONTACT

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EDUCATION

2025 - Google Career

Professional course - UX Design

2024 - The Odin's Project

Professional course - HTML/CSS

2022 - Talent Garden Innovation School

Master's course - UI Design

2020 - University of Genoa

Master's degree - General Design

SKILLS

- Understanding of design principles.
- Solve design problems.
- Knowledge of HTML and CSS.
- Proficiency with Figma.
- Variety of tools such as Adobe pack, Affinity Designer, Cavalry.
- Knowledge of design best practices.
- Understanding principles of cognitive psychology
- Learning about industry trends.
- Design Thinking & User-Centered Design
- Rapid prototyping and AI-aided design

LANGUAGES



PORTFOLIO

sofialenti.com

PROFILE

UX/UI Designer with a solid background in direct client management and operational problem solving, gained over 5 years of experience. Fearless and reliable, I listen to stories and translate them into memorable experiences. A believer in the power of smiling.

EXPERIENCE

● Guest Experience & Operations Specialist at Turquoise Apt | 2022 - now

- Management of communication and experience flows for international guests, optimizing check-in/out processes.
- Conflict resolution and immediate problem solving in high-pressure situations.
- User feedback analysis to improve service quality (applied user research).
- Support in the operational and digital management of tourism assets.

● UX/UI DESIGN freelance | 2020 - now

- Ability to manage projects, plan tasks, and meet deadlines.
- Familiarity with business concepts and ability to translate business needs into design solutions.
- Excellent communication skills and ability to collaborate with multidisciplinary teams.
- Deliver wireframes, prototypes, and mockups.
- Ability to conduct user research, interviews, and usability testing to inform the design process.

● Product Designer / co-founder at Scarta | 2022 - now

- Storytelling Skills: ability to communicate ideas.
- Ability to conduct market research and interviews to inform the design process.
- Project management: ability to manage projects and plan tasks.
- Business Acumen: familiarity with business concepts and ability to translate business needs into design solutions.

● UI Designer at Lenticar | 2020 - 2022

- Implementation of design systems.
- Digital Marketing Knowledge: Understand the basic principles of online marketing and how they can influence design decisions.
- Business Knowledge: Familiarity with business concepts and the ability to translate business needs into design solutions.

● Graphic Designer at Ikea | 2019

- Attention to detail and commitment to quality of work.
- Emotional Intelligence & Stress Management
- Accessibility Understanding: Knowledge of accessibility guidelines and ability to design for a wide range of users, including those with disabilities.