

SIMONE FERRARO

PRODUCT DESIGNER / INFORMATION ARCHITECT

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PROFILE

I design information environments for human beings.
I started working on digital products over fifteen years ago.

I'm a passionate design-thinker as much as an enthusiast self-taught coder & UI designer and I got a Master Executive in Information Architecture & UX Design at IULM University in Milan, Italy.

Besides, I really love music (I'm a former DJ, radio speaker and music journalist), photography and every form of visual art.

After running my own digital agency in Turin and after working as a UX Consultant at Zurich Insurance LTD in Milan I am now Senior UX Architect at the BBC in London.

I enjoy working as member of a cross-functional team and I love Agile software development methods and iterative design.

EXPERIENCE

BBC - Senior User Experience Architect

April 2021- Present

BBC Sounds

I use my expertise to lead on design projects across multiple *touchpoints* for the audience and employees and I am responsible for the line management and development of more junior staff members.

- I am the voice of UX in project teams, explaining my rationale to developers, editorial staff and product managers.
- I work in partnership with other members of the team to get to the core of what our users need, creating sketches, concepts, user journeys, wireframes and navigational prototypes.
- I lead on user requirements employing relevant design and research methods and techniques to ensure a compelling design.

- I lead the delivery of user requirements, personas, domain models, ontologies and functional specifications to ensure the design comes to life.
- I engage the wider team and key stakeholders in the user-centred design process, ensuring that user research is central to design decision making.
- I mentor and motivate colleagues.
- I direct the work of UX team members and ensure high quality delivery.
- I initiate projects and prioritise own workload.
- I guide the work of external agencies and freelancers to learn new things, see new perspectives and create new ideas.
- I help organise formal and informal user research, and proactively try out ideas and designs with people to make sure we're meeting real user needs.
- I investigate new research or design methodologies and ensure the team are kept aware of advances in the UX field.
- I do all this with a view to achieving a single, seamless service across all BBC products and services.
- I input into recruitment and development of junior staff.
- I support a positive working environment that considers the needs of a diverse team.

BBC - User Experience Architect

March 2018 - April 2021

BBC Systems and Service Design

I share design expertise and ideas with people from design, product, editorial and tech teams.

- I take a human-centred design approach that balances business goals and constraints, and pragmatically deliver the best user experience possible.
- I make complex things more meaningful.
- I plan, and execute user research to inform design decisions and evaluate experiences with end- users.
- I collaborate with other members of UX&D to get to the heart of what our users need, creating sketched concepts, user journeys, domain models, ontologies, wireframes and prototypes that address user needs.
- I work on the interactions and I assure the accessibility of the product.
- I design UI components when needed.
- I work with colleagues in our Accessibility and Assistive Technology teams to ensure all staff can use the software and systems.
- Design for multiple screens – and when an experience doesn't involve a screen.
- Collaborate with other designers and teams to ensure good cross-system design.
- Work with people across UX&D to make sure we're making the most of the BBC's GlobalExperience Language.

Zurich Insurance Company Ltd - User Experience Designer

May 2016 - Mar 2018

I join the digital team at Zurich Insurance (Milan) in April 2016 as a UX Consultant.

In addition to other projects I'm involved into, I follow the development of a new B2B platform (Sfera) dedicated to Insurance Agents as well as the redesign of the Zurich Home Insurance portal.

I perform many different activities, including Product Design (UX & UI) and Information Architecture. I work closely with the product team and the developers.

Simone Ferraro - UX & UI Designer, Information Architect, Digital Design Thinker

Sep 2005 - May 2016

For over ten years I designed digital products as an independent consultant.

I have been responsible for several projects on every single phase, step by step from the early design stage to the frontend and backend coding management.

I can use User Experience Design process main techniques and I can easily work either on pre-existing projects or on to-be-defined strategies from scratch.

Among others, I designed for:

- Kettydo + Via Francesco de Sanctis, 34, 20141 Milano - www.kettydo.com
- deltatre, Via Francesco Millio, 41, 10141 Torino - www.deltatre.com
- Involucra, Via Viotti, 2 10121 Torino, Italia - www.involucra.com

Nutek Digital Design - Founder, Owner

Sep 2007 - Apr 2016

Deltatre - Web Design Intern

Apr 2004 - Sep 2004

EDUCATION

IULM University

Master Executive in Information Architecture & UX Design

2015

The Interaction Design Foundation

Professional Education, User Experience and Interaction Design

2016

Università degli Studi di Torino

Bachelor's degree , Sociology and Anthropology (candidate)

2004 - 2006