







## Giustra Ferraro UI / UX Designer

### Skills

HTML  
CSS, SASS  
JS  
Python  
Adobe Creative Suite  
Agile PM

 [github.com/ginestra](https://github.com/ginestra)  
 [linkedin.com/in/ginestraferraro/](https://www.linkedin.com/in/ginestraferraro/)  
 [thatsmood.com](https://thatsmood.com)

 London, UK

 Passionate about all things digital and interactive.

From art direction, to web design, development and user experience design, it's been an interesting journey. My passion for visuals to convey information makes me a data visualisation lover and a user centred designer.

Both in the private and public sector, I always strive to make the world a little more accessible for everyone.

## Work experience

### Lead UX PRODA Ltd

[proda.ai](https://proda.ai)

Present  
2023

- Responsible for recruiting and leading the UI/UX team
- Responsible for creating and maintaining the Design System
- Working closely with Product Managers and Software Engineers to design and deliver new features
- CI/CD
- Lean UX approach
- App redesign
- Strategic approach
- Usability testing
- Accessibility

### Senior Research Software UI/UX Designer King's Digital Lab (KDL), King's College London, UK

[kdl.kcl.ac.uk](https://kdl.kcl.ac.uk)

2023  
2013

- Responsible for the design team, its workflow and workload management
- Involvement in full design workflow, from discovery to evolutionary development, to deployment and post project. From conceptual design, content maps, user testing to front-end development
- Contributes to the expansion of the design team

#### Selection of published projects

- **The Community of the Realm in Scotland** ([cotr.ac.uk](https://cotr.ac.uk)) - Supported by AHRC
- **The Value of French** ([tvof.ac.uk](https://tvof.ac.uk)) - Supported by the European Research Council
- **Taming the Complexity of the Law**, exploratory work ([kingsdigitallab.github.io/tcl](https://kingsdigitallab.github.io/tcl)) - Supported by the King's Together Multi & Interdisciplinary Research Scheme
- **The Redress of the Past: Historical Pageants in Britain** ([historicalpageants.ac.uk](https://historicalpageants.ac.uk)) - Supported by AHRC
- **Chopin Online** ([chopinonline.ac.uk](https://chopinonline.ac.uk)) - Supported by The Andrew W. Mellon Foundation

#### Other publications

- G. Ferraro, A. Sichani, "Design as part of the plan: sustainability in digital editing projects", *Digital Scholarly Editions as Interfaces*, 2018 IDE, pp. 83-105. ISBN 978-3-7481-0925-9
- G. Ferraro, "Visualizing Dante Alighieri's Divine Comedy", 2018 [ginestra.github.io/dante-visualised](https://ginestra.github.io/dante-visualised)

### Online Projects Officer, Ravensbourne, London, UK

[ravensbourne.ac.uk](https://ravensbourne.ac.uk)

2011  
2008

Duties as Online Projects Officer included:

- Designing and maintaining the main website
- CMS admin
- Creating micro-sites for events
- Writing blog posts
- Curating online campaigns
- Planning web communication and social media strategy
- Generating analytic reports



## Freelance Creative Web Designer, That's Mood

[thatsmood.com](https://thatsmood.com)

Present

2002

**Main duties:** Art Direction, Graphic Design, Corporate Identity planning, Communication strategy.

### Selection of Companies I worked with:

- Lyhn Ltd, London, UK
- MyMarketingMix, London, UK
- Blustudio/TBWA Italia, Milano, Italy
- Sabdesign, Milano, Italy
- Gaia Comunicazione Srl, Stradella (PV), Italy
- Factorygroup, Milano, Italy
- FisioSport, Pavia, Italy

## Education

### Practical Accessibility

Self-paced online course

[practical-accessibility.today](https://practical-accessibility.today)

2023

### MSc Computer Science

Birkbeck University, London, UK

**Final project:** "Visualizing Dante Alighieri's Divine Comedy"

[ginestra.github.io/dante-visualised](https://ginestra.github.io/dante-visualised)

2018

### Front-End Meets UX: Designing & Creating Universal UI Components

Sara Souidean @ SmashingConf, New York, USA

2018

### Introduction to Data Science

General Assembly, London, UK

2018

### Agile PM Foundation

APMG International, London, UK

2016

### Visualising data using JavaScript

General Assembly, London, UK

2013

### Graphic Design Degree (BA Equivalent)

Istituto Superiore di Comunicazione (ISC), now Istituto Europeo di Design (IED), Milano, Italy

**Main subject:** "The creative use of packaging" - A real project for Eurocolor Printing Company, Milano, Italy

2001

### Visual Communication Diploma

ITSOS "Albe Steiner", Milano, Italy

1998

## Community

### London Web Standards, UK

Co-organiser

[londonwebstandards.org](https://londonwebstandards.org)

Present

2013

London Web Standards brings together web professionals who are working for a better web. Bi-monthly meetups provide them with an opportunity to teach, inspire, learn, network and debate.

I confirm that I am eligible to live and work in the UK.