

MARGHERITA TURRIN UX/UI Designer

Purpose-driven UX Designer with a background in Digital Media and Graphic Design. Experienced in communicating design solutions to clients and stakeholders; skilled in creating user-centred visual solutions using iterative design processes.

WORK EXPERIENCE

UX/UI Designer

Skills Development Scotland, Glasgow (remote) 01.2022 - current

- Conducted user research to identify pain points and frustrations in the transition to Net-Zero, leading to a successful redesign of the Green Jobs Workforce Academy.
- Assisted in planning and facilitating usability sessions for secondary school students, gaining valuable insights for improvements.
- Analyzed outcomes of codesign sessions with primary school pupils, informing future design decisions.
- Implemented innovative navigation solutions for the website's 'job profiles' section, enhancing user experience.
- Collaborated cross-functionally with researchers, developers, content designers, and data analysts to create a user-friendly job profiles search and filter function.
- Successfully integrated accessibility principles across all projects after completing accessibility training.

Freelance Digital Creative

Margherita Turrin, Edinburgh 09.2017 - 01.2022

- Led brand identity development for Accademis, a Greek start-up, collaborating with designers and developers to create a website through competitive research, wireframing, and high-fidelity mockups.
- Produced animated videos and video tutorials for Ordo, a British fintech startup.
- Collaborated with the Marketing team of the British restaurant chain Seasons. Developed promotional materials and assets for several restaurants.

Graphic Designer

Epoch Press, Edinburgh 06.2020 - 01.2022

- Developed brand identity for a newly-founded independent publisher, establishing their unique visual presence.
- Collaborated with the social media and web teams to create visually appealing graphics for various channels, website, and e-commerce, enhancing overall online engagement.
- Played a pivotal role in the success of the company's July 2020 Kickstarter campaign by designing impactful digital assets.

Administrator & Marketing Manager

The Nexus Room, Edinburgh 01.2020 - 07.2020

- Developed brand identity and established online presence for a new coworking space, driving increased visibility and customer engagement.
- Designed and implemented a user-friendly website using no-code solutions, enhancing searchability and attracting more traffic to the business.
- Conducted market research, resulting in the implementation of a pricing strategy and additional services that boosted enquiries and membership subscriptions during the first trimester of 2020.

Designer & Communications Officer

Aurora Modern Eatery, Edinburgh 10.2017 - 12.2019

- Developed brand identity and established online presence for Aurora through effective social media management and innovative web design.
- Designed and built the company's website on Wix, which became the primary point of contact for customers, leading to increased brand awareness and customer engagement.
- Successfully promoted Aurora in the local restaurant scene using strategic social media campaigns, impactful email marketing, and website enhancements.

CONTACT

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PORTFOLIO

www.margheritaturrin.com

EDUCATION

Certificate in UX Design

Careerfoundry

07.2020 / 07.2021

BSc (Hons) Digital Media

Edinburgh Napier University

09.2013 / 06.2017

TOOLS

Adobe XD

Sketch

Figma

InVision

Adobe Creative Suite

Miro

Jira / DevOps

SKILLS

Design Thinking

User interviews

User personas building

User journeys and flows

Wireframing

Prototyping

User testing

LANGUAGES

English, proficient

Italian, native