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"Digital mediums call out innovative ideas, complex become simple, problems evolve into solutions with the new technologies"



THE TYPE OF COMPANY / ORGANIZATION I WANT TO BE A KEY PART

My ideal workplace has established brands or world causes, seeking innovative ways to reach a constant changing market to engage consumers, employees and businesses.



THE MAJOR ACTIVITIES I EXPECT TO DO IN THIS COMPANY / ORGANIZATION

In order to help your company or organization to achieve your desired business outcomes, over 60% of my time would involve, increasing engagement with consumers, employees and businesses: through awareness in a context of a transition or integration into a digital world; Using new technologies for a better day to day life, simplify complex problem solving, to established a motivating environment. The remaining 40%, would be focused on improving the conversion rates on digital communications projects such as digital campaigns, because one need calls to action to monetize marketing.



THE CREDENTIAL THAT MAKES ME BE A SUCCESSFUL ASSET

Over the past few years, my experience set me up to be successful. Using my insights to continue growing with the companies and organization I've been involve with:

PROFESSIONAL EXPERIENCE

- **SIA Service Information Access Inc.**, (1) designing corporate identities, applications & contextual tools, increasing engagement of consumers & employees through digital awareness. (2) Developing multi-dimensional charts to manage digital social interactions improving efficiency, enhancing companies transition to a digital world with innovative user experience.
- **University of Montreal**, many professional opportunities in design research and teaching. (1) Responsible for groups of students, sharing my expertise and engaged my cohorts into an awareness of visual applied theories in a digital world; (2) elaborating a theoretical framework of design thinking to build grant subventions; (3) designing and developed innovative user interfaces based on specific user experience data related to people with mild cognitive impairment.

INTERNSHIP & CONTRACTUAL WORK

- **5/5 Communication Marketing**, (1) designing many digital, print, video artefacts to improve the Conversion Rate Optimization and enhance the digital communication of their clients. (2) Conducting interviews gathering data to optimize web exceptional experience finding innovative ways to communicate digitally for my thesis.
- **From 2009 - 2011**, (1) developing my knowledge, skills & insights working on various contractual projects such as visual identities for organizations, events and exhibitions; revamping companies websites; even designing a village sign system (signaletic).

HIGHEST EDUCATION DEGREE

- My Master degree in Design and Complexity prepare me and helped me gathering insights regarding efficient communication channels with digital medium based on visual and cognitive theory.



DETAILED PROFESSIONAL EXPERIENCE

- 2013
2015
- UI UX Technical Web Designer - SIA Service Information Access Inc., Montreal (2 years)**
- Business Applications: (a.1) Re-designing CommonSense, an ERP application, optimizing the user experience with a responsive, fluid and modern user interface creating an complex, modular & intuitive navigation. It improved the ERP efficiency letting clients to reach tangible values and data visualisation anywhere anytime. (a.2) Designing and implementing using Dojo tool-kit as a framework with the assistance of a programmer, interactive charts, analytic graphs and revised the work-flow in a complex digital environment. (b.1) Designing & creating, Leads Management, CRM Ipad application, within a multi-disciplinary collaborative team. (b.2) Enhancing the business user experience on touch devices, including client facing & focus group. (b.3) Designing & developing the front-end of this innovative user interface based on the business requirements.
- Corporate Identity: (a.1) Creating, designing & developing, SIA Innovations corporate identity, adapting the logotype to a digital environment, definition of fonts and colours to translate the culture and the core values of the company. (a.2) Adaptation of visual & interactive guidelines on a web UI responsive, brochures, webinar invites, business presentations to promote & and brand the company with smarter solutions and offerings organized by technologies or industries. (b.1) Designing & developing Interbeauté hair salon web corporate identity, creating a web UI to showcase their services, stylists and products, including an e-commerce platform on Mindbody and a inbound marketing strategy through social networks within the fashion & retail industry.
- Contextual Business Tools: (1) Creating and developing visual & cognitive communication tools, multi-dimensional charts merging complex factor layers such as human relationships, social media, business world to better understand how to manage relationship in a digital world based on cognitive behaviour principles in order to convey & analyse measurable business values for personas in different context.

- 2013 **Responsible for practical formation - Graphic Design Workshop, University of Montreal (4 months)**
Pedagogic Objective : Responsible of a 15 students group in a graphic design workshop for the first year of the Industrial Design Bachelor program at the Montreal University. Reinforcing and explaining visual theories and design thinking concepts .
Technical teaching : Sharing my expertise with the students about layouts principles, font, colours and pictures choices and showed them how to use the appropriate software (Photoshop, Illustrator or InDesign) to design visual and interactive presentation of their industrial products
- 2013 **Teaching Assistant - Spatial Geometry Workshop , University of Montreal (4 months)**
Pedagogic Objective :Responsible of a 30 students group in a spatial geometry workshop for the first year of the Industrial Design Bachelor program at the Montreal University, assisting, explaining, correcting student work.
Technical teaching :Explaining technical drawing principles, giving a few theoretical capsules, presenting the story of the perspective principles through history starting with middle age painting and finishing with video game interfaces.
- 2012 **Research Assistant -Study on Collaboration in Interdisciplinary Project in Design, University of Montreal (4 months)**
Design research & collaboration : Collaborating with three University Professors, in Industrial Design, in Architecture and in Communication: in charge of the literature study in order to elaborate a theoretical framework of the design thinking in these three disciplines. Planing the study with focus groups and interviews.
Grant subvention: Building up a fine grant subvention for their project, which was accepted and offer the possibility to continue the research project in order to collect qualitative and quantitative data to analyse.
- 2011 **Research Auxiliary - Conception of an Smartphone application, University of Montreal (4 months)**
UX - UI interactive design : Using UX data for a very specific audience, people with Alzheimer, to create a navigation system based on requirements related to people with mild cognitive impairment. Fonts and colours choices were crucial to develop an intuitive and straightforward user interface. Presenting the concept to a research group, a few UI propositions were made to finally deliver a testing prototype.
Design research & collaboration: Collaborating closely with Professors from Montreal and Sherbrooke University, we tested and elaborate a smart environment concepts for people with mild cognitive impairment.



INTERNSHIP & CONTRACTUAL WORK

- 2012 **Trainee Designer Graphic/Web - 5 / 5 Communication Marketing, Montreal (3 months)**
Visual Identity: Designing & creating, logotypes, brochures, websites, videos, including client meeting, while collaborating with a multidisciplinary team to develop many visual identities, on different medium (print, digital and video) to communicate our clients core values and support visually their marketing strategies.
Design research: Interviewing all the employees of the company in order to research about web user experience considering the conceptual process of web interface, including usability, design thinking, user-centered and semiotics theories. The goal was to gather data to analyse how to optimized web exceptional experience.
- 2011 **Sales Auxiliary - Stationery Bookbinders Design, Geneva (1 years)**
- 2010 **Web designer - Remake of the company website with Drupal - InterHyve, Geneva (4 months)**
- 2010 **Administrative Clerk - Library of « Arts Décoratifs », Geneva (8 months)**
- 2010 **Exhibition Design Assistant - « 100 ans de l'Université Ouvrière de Genève » (3 months)**
- 2010 **Graphic Designer - Signaletic, signs system - « Village du Livre », St-Pierre-de-Clages, Switzerland (3 months)**
- 2009 **Graphic Designer - Design a visual identity & logotype - The Natural Heritage Fund, Geneva (2 months)**



TECHNICAL SKILLS

Design tools: CS6, InDesign, Illustrator, Photoshop, HTML5, CSS3, JavaScript (jQuery/Dojo), CMS (IBM WCM, Wordpress, Joomla, Drupal)
 Social tools: social medias magement (LinkedIn, Facebook, Twitter), pagemodo
 Productivity tools: MS Office, Flash, Finalcut, Motion



EDUCATION

- 2011 / 2013 **Master in Design & Complexity - speciality in Web Design - University of Montreal - Canada**
 Obtained in November 2013, cumulative average of 3.9 / 4.3
- 2007 / 2011 **Bachelor in Visual Communication - Haute École d'Art et de Design de Genève - Switzerland**
 Obtained in June 2011, average of 5.5 / 6
- 2003 / 2007 **Maturité Gymnasiale - CEC Mme de Staël - specific option in «Visual Arts », Geneva, Switzerland**
 Obtained in June 2007, average of 4.9 / 6



LANGUAGES

- | | |
|---------|--------------------|
| French | mother tongue |
| English | professional level |
| German | school knowledge |
| Italian | basic knowledge |



TRAVEL

Language: France, Italy, Germany, England.
 Cultural: Tunisia, Bali, South Africa, United-States, Morocco, Belgium, Scotland, Denmark, Canada, Netherlands, Ireland.