



# Sofia Marchi

LEAD UX DESIGNER

## NICE TO MEET YOU!

Hi! I was born on May 31st, 1992, and I'm based in Tuscany. I'm working as Lead UX/UI Designer at Aruba s.p.a., and I'm very interested in I'm interested in experimenting with AI and people management. I want to keep learning and bettering myself.

## PORTFOLIO

Work portfolio: [lc.cx/sofia-marchi-portfolio](https://lc.cx/sofia-marchi-portfolio)

## CONTACT INFO

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## LANGUAGES

Italian - Native  
English - Intermediate

## EDUCATION

**University of Siena | Master's Degree | 2015-2017**

Communication Strategies & Techniques – Experience Design

**University of Siena | Bachelor's Degree | 2012-2015**

Humanistic Studies – History of Art

## WORK EXPERIENCE

**Aruba s.p.a. | Lead UX/UI Designer | Jan 2021 - present**

I am responsible for the user experience across all products and touchpoints of Aruba's Cloud ecosystem, working to improve usability, consistency and overall quality of the digital offering.

I am currently running experiments with Artificial Intelligence (AI) – in particular for sentiment data analysis – to extract meaningful insights from user feedback and inform design decisions.

I am also developing people management skills, working alongside junior designers and contributing to team growth and coordination.

CLOUD · UX STRATEGY · AI EXPERIMENTATION · PEOPLE MANAGEMENT

**Sintra Consulting s.r.l. | UX/UI Designer | Jun 2018 – Dec 2020**

My first real experience in the field as a UX Designer. I had the opportunity to work on many different projects and with many different clients. I learnt a great deal about customer relationship management, and focused mainly on Service Design.

SERVICE DESIGN · USER RESEARCH · PROTOTYPING

## **Officina31 | UX/UI Designer (Internship) | Feb 2018 – May 2018**

My first approach to UX and Web Design. A stimulating experience that helped me develop my design thinking and practice. I learnt to go through and realise my ideas, improving with each project.

## **VOLUNTEER WORK**

### **ChianHub Association | Sept 2021 - present**

ChianHub is an association created by a group of peers who grew up in Valdichiana, with three main goals: to make the skills of its members available to the local territory; to create an inclusive space where people can meet and find stimuli; and to serve as a reference point for local authorities.

I currently support ChianHub in the management and development of the website, and in the elaboration of the association's strategy.

## **SKILLS & METHODS**

- Service Design
- Service Blueprint
- User Research
- Personas
- Customer Journey
- Wireframing
- Prototyping
- Surveys & Benchmark

## **DESIGN TOOLS**

- Figma
- Axure RP
- Webflow
- Wordpress
- Photoshop
- Illustrator
- HTML5 & CSS3

## **AI & GENERATIVE TOOLS**

ChatGPT, Claude, Gemini, NotebookLM – for content creation, data analysis and brainstorming.

I hereby authorize the processing of my personal data in accordance with EU Regulation 2016/679 (GDPR).

*Guarchi Sofia*