S!nfiniti
Digital tools

Simonetta Consorti

Top Skills
Project management
UX Research
Information architecture

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Birth date: 25 Nov 1974

Summary of expertise

Dedicated and professional User Experience Manager with a focus on User Research, Information Architecture and Usability. Broad experience in the international environment. Expert in user interface design, usability testing and user research both in the private and humanitarian sectors. Proficiency in defining efficient navigation and information architectures for CMS driven websites and web-based applications. Broad experience in estimating, planning, managing web-teams, facilitating workshops and usability testing.

Skills

- Client Relations
- Process Definition
- Problem Solving
- Team Building and Leading
- Multi-disciplinary Teamwork
- User-centered Design
- Interpersonal Communication
- Research and Analysis
- Detail Orientation

Summary of work experiences

Jan 2019 > Today

UX Researcher & Information Architect
Partner of sinfiniti.com
- Project management
- UX Research
- Information architecture
- Usability testing

Jan 2014 > Feb 2021

UX Designer for various UN bodies *(consultant)*
WHO, UNAIDS, APDIM, UNDRR, Climate & Clean Air Coalition
- Project management
- UX Research
- Overall strategy & conception
- User experience design
- Information architecture
- Usability testing

Jul 2011 > Dec 2017

Information architect & UX Designer *(consultant)*
International Labour Organization (ILO)
- Overall strategy
- User experience design
- UX Research
- Information architecture
- Usability testing

Jan 2007 > Dec 2010	**UX Designer & Information Architect**
	United Nations Office for Disaster Risk Reduction - _UNDRR_
	• UX Researcher
	• User experience design
	• Information architecture
	• Usability testing
Apr 2001 > Jun 2006	**Information Architect**
	Sapient – Milan, London
	• User experience design
	• UX Researcher
	• Information architecture

Projects details >

Education

Master's Degree
- (5 years) Communication Sciences
  110/110 with recognition, Mar 1999, University of Bologna

Certificate Program
- Web Publishing and Information Architecture
  Final grade: A, Jun 2000, UC San Diego

Language skills: Italian; English; French; German (basic); Spanish (basic)
Training: Project Management, People Management, Advanced Information Architecture, Web Writing, Usability Testing Techniques, Search Engine Usability, Web Forms Usability, Mental Modelling

APDIM – Teheran

- **User Research:** define Personas and User Profile Analytics.
- **Information Architecture (phase 1):** define information architecture for phase 1 development – detailed sitemap and detailed wireframes.
- **Support to implementation and testing (phase 1)**

UNAIDS – Geneva

- **User Research:** define audience segments, set up and conduct external users interviews, comb interviews for tasks, build Mental Model, build Personas and User Profile Analytics.
- **Design review & strategy:** review the redesign of existing UNAIDS strategic information systems, already commissioned to a design company, and define a phased approach for development.
- **Information Architecture (phase 1):** define information architecture for phase 1 development – detailed sitemap and detailed wireframes with specifications.
- **Usability Testing (phase 1):** build low fidelity prototype for phase 1, prepare and conduct usability testing.

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World Health Organisation (WHO/WMO) – Geneva

- **Health & Climate Design Approach and Plan:** agree and document a participatory and user centered approach and plan for the design of the Health and Climate Science Portal.
- **Health & Climate User Research:** define audience segments, set up and conduct interviews, comb interviews for tasks, facilitate workshops, build Mental Model Diagram to show users' tasks and supporting products/services, build Personas, prepare Benchmark.
- **Health & Climate Design Concept:** define front-end and back-end concept, facilitate concept definition workshops and document high level architecture (high level sitemap, navigation model, rapid prototype).
- **Pre-Qualification System Usability Review & Usability Testing** of newly developed Pre-Qualification System: review technical documentation and dynamic prototype against usability standards; define information architecture for a section of the tool (sketches), prepare and conduct usability testing.

Climate & Clean Air Coalition (CCAC) – Paris

- **Information Architecture & Testing** for CCAC main website: define information architecture (content type definition, detailed sitemap, wireframes of website screens and CMS screens), conduct card sorting to test resource types, provide support to implementation [http://www.ccacoalition.org]
- **User Research, Information Architecture & Usability Testing** for internal reporting tool (phase 1 & 2): visualize business processes (process diagrams), define information architecture (screen flows and wireframes), conduct usability testing, provide support to implementation

International Labour Organization (ILO) – Geneva

- **Information Architecture** for an internal tool: define process flows and information architecture (detailed sitemap, wireframes, data structure) for an internal application used by the ILO Medical Services department to manage appointments, patient records and stocks.
- **Customer Journey Maps and Personas:** develop customer journey maps and personas to describe the use of ILO social media, print and web channels
- **Usability Testing** for ILO Global website (desktop and mobile): test plan definition and implementation, usability testing report, information architecture recommendations based on testing result [www.ilo.org]
- **Evaluation and Information Architecture** for ILO Helpdesk for Business: usability review, user interviews and Mental Model definition, information architecture based on evaluation recommendations.
- **Mental Model Research:** define audience segments, set up and conduct interviews, comb interviews for tasks, facilitate workshops, build Mental Model Diagram to show ILO users' tasks and supporting products/services.
- **Information Architecture** for ILO Legislation Analysis Database (in collaboration with Studio Gnot): gather requirements, design and present information architecture documentation for a new ILO database facilitating quantitative and qualitative legislation analysis.
- **Usability Testing and Information Architecture** for ILO FAST search engine: test plan definition, usability testing implementation, information architecture recommendations based on testing result [www.ilo.org].

UNDRR – Geneva

- **Technical Documentation and High Level Architecture:** definition of documentation standards and reverse engineering of UNISDR Contact Management System (wireframes and screen flow diagrams); definition of PreventionWeb.net high level architecture (sketches).

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UNAIDS – Geneva

- **Usability Testing** for AIDSInfo data visualization tool - HIV data visualized through maps, graphs, tables (http://aidsinfo.unaids.org). Test plan definition, usability testing implementation, testing report.

UNDRR – Geneva

Information Architect/Project Manager (P3 level)
User Research and Information Architecture for the design of CMS driven websites and web applications in Disaster Risk Reduction:

- **User Research**: user interviews, mental model and alignment diagram definition, ethnographic research
- **Information Architecture:** design of high level sitemap, detailed sitemap, wireframes, screen flows and navigation models for websites and content management systems; faceted search interface design and testing, search results tuning, search logs and search monitoring interface design, design patterns library.
- **Usability Testing:** test plan definition, recipients' recruitment and usability testing implementation
- **Project Management:** support in the definition of the project plan and internal processes; coordination with external counterparts (Visual Design, Web Development and Usability Testing); support in the preparation of full-day meetings and workshops

PROJECTS
PreventionWeb portal, **Global Platform for Disaster Risk Reduction** websites and internal systems, **UNISDR** website and intranet, **IRP** recovery portal, **DRH** website, **IASC Early Warning Early Action** reporting system, **FAST Search** customization for disaster reduction websites, **Global Risk Data Platform**.

Sapient – Milan & London

User Experience Lead (multi-disciplinary teams: internal and client)
- Defining approach and processes for large projects and programs; detailing scope documents, estimating, planning, pricing, team sizing, allocating resources for large scale/multi-track projects
- Managing multi-track and multi-disciplinary teams, both internal teams and client teams
- Monitoring status, creating status reports and analysis, defining creative solutions for issue management and risk management, preparing project documentation for external project reviews
- Team building and motivating; people growth; coaching creative teams; facilitating lessons learnt sessions
- Reviewing creative design deliverables and technical deliverables for Quality Assurance
- Engaging clients; developing and retaining client relationships; engaging third parties and suppliers
- Planning, preparing, organizing and facilitating internal and client workshops; presenting team work and deliverables to clients working groups and steering committees; preparing and presenting sales material

Information Architect/Content Strategist
- Information architecture and navigation definition for web sites and web-based solutions (including CMS and LMS); design of sitemaps, wireframes, screen flows and navigation models.
- Support of client-side and competitor benchmarking in specific market segments; design, execution and analysis of usability testing on web sites and prototypes; static and dynamic prototype design.
- UE support to implementation; standards definition for hand-off documentation to the technology teams.
- Requirements analysis, concept modeling, approach definition for User Experience Design teams.
- Documentation/Material assessing, analyzing and archiving for web sites and web-based solutions.
- Content type design and content definition; content migration support and content life-cycle definition

PROJECTS
UK Department of Health website and CMS, **Vodafone** UK intranet and global intranet, **BP** websites migration to a global internet platform, **Hotels.com** (Expedia) websites, **db mortgages** intermediaries' website, **Bticino** website and extranet, **Merloni** LMS, **Intesa Formazione** website, **Wind** website, **Ferrari**