

Gabriele Cazzola

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I love to proactively support my team with:

🎯 *Human-Computer Interaction research methods;*

🧑 *User critical understanding through Social Science theories;*

💡 *Creative solutions inspired by Design and Art.*

EXPERIENCE

UX Researcher & Designer - Automotive | ReLab | Turin, Nov 2023 - Ongoing

For an automotive client, I'm supporting the HMI team on various tasks, including:

- designing concepts for the in-car displays (high fidelity prototypes, Figma + Adobe suite);
- preparing customer journeys and user research (qualitative and quantitative);
- project management activities (stakeholder coordination);
- management presentation and reporting;
- cross-country team-work coordination;
- design of specifications and user requirements.

Intern, UX Researcher | MOIA | Berlin, Jun 2023 - Oct 2023

As part of the UX research team, my daily tasks included:

- UX research operations (recruitment, moderation);
- research questions and plans design;
- reporting research insights.

Intern, Service Designer | Paco Design | Milan, Mar 2019 - Jun 2019

- qualitative research on the design of working environments (offices);
- behavioral design methods application;
- international and diverse background team coordination.

PROJECTS

Artaxy (startup) | 2019 - 2021

Artaxy was a digital platform to connect visual artists and locations willing to host artworks. As co-founder, during its activity, I focused on user research by planning and conducting design workshops, observations, interviews, focus groups, and usability tests.

EDUCATION

Master's Degree in Human-Computer Interaction | University of Trento | 2024

Final grade: **110/110 with honors**

BS in Sociology | University of Trento | 2019

SKILLS

Design

Prototyping
Interaction Design
Web Design
Design Sprint
Storyboarding
Mobile Design
Information Arch.
UX Roadmap
User Flow
Wireframes

Research

User Interview
Survey
User Testing
Competitive Analysis
Thematic Coding
Benchmarking
Heuristic Analysis
Affinity Map
User Journey Map
User Persona

Tools + Software

Figma
Blender
Adobe Premiere Pro
Adobe After Effects
Adobe Illustrator
Unity
HTML/CSS
Dovetail
3D printing

Languages

Italian (mother tongue)
English (C1)