

SERENA TAMBONE

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PROFESSIONAL SUMMARY

UX Designer with a background in **international customer experience (PayPal, Accenture/Meta)**. Years of direct contact with **users** taught me to recognize design problems before they appear in the data. Today I design digital experiences integrating **user research**, **prototyping**, and **AI tools** into my workflow. I thrive in contexts where UX and communication work together.

SELECTED UX PROJECTS

GreenLeaf Grocers | UX/UI Redesign & Loyalty Strategy



- **User Research & Analysis:** Conducted moderated usability testing on a target audience (ages 25–40) to identify friction points in the original interface and define user requirements.
- **Information Architecture:** Simplified the checkout flow and optimized visual hierarchy to emphasize pricing and sustainability criteria, significantly reducing cognitive load.
- **Prototyping & Loyalty Integration:** Designed an integrated EcoPoints loyalty system in Figma, providing real-time feedback to incentivize eco-conscious purchasing behavior.
- **Data-Driven Iteration:** Refined UI components and navigation based on testing insights, achieving an 85% Task Success Rate and a 90% user satisfaction score.
- **Customer-Centric Approach:** Applied insights from years of customer experience to anticipate navigation errors and enhance the clarity of system feedback and error messaging.

Tools: Figma, FigJam, Miro, Maze, Adobe XD.

PayPal | Uploading Files Page Redesign



- **User Research & Analysis:** Conducted a deep dive into common technical issues related to the KYC (Know Your Customer) process, identifying user frustration points during the document upload phase.
- **UX Strategy & Problem Solving:** Proposed a streamlined interface to simplify the file upload flow, focusing on clearer system feedback and error prevention to reduce drop-off rates.
- **Wireframing & UI Design:** Developed high-fidelity prototypes in Figma, introducing drag-and-drop functionality and visual progress indicators to enhance user transparency.
- **Operational Impact:** Designed the solution with the goal of reducing customer support tickets; the redesign targeted a significant decrease in "upload failed" related inquiries.
- **Cross-Functional Collaboration:** Leveraged my direct experience as a Customer Service Specialist to align design solutions with internal compliance requirements and technical constraints.

Tools: Figma, FigJam, Adobe XD, Miro.

PROFESSIONAL EXPERIENCE

Customer Service Specialist – PayPal

Dublin, Ireland | 2021-2022

- Supported B2B and B2C customers in implementing PayPal products and resolving complex account and technical issues within a high-volume international environment.
- Achieved an average customer satisfaction score of 95% by delivering clear, efficient, and user-focused support.
- Appointed Voice of Customer Champion: systematically collected user insights and presented recurring patterns to the product team to inform process improvements.
- Collaborated on internal UX-related initiatives, contributing to user research and prototype development aimed at improving the KYC (Know Your Customer) process.
- Supported UI improvement proposals for PayPal web pages, contributing to an estimated 20% reduction in call volume by improving clarity and usability.
- Improved first-call resolution rate by 15% over six months, reducing repeat contacts and enhancing overall customer experience.

Customer Support Specialist – Accenture (Meta: Facebook & Instagram)

Dublin, Ireland | 2019-2021

- Supported Non-Profit Organizations in the application process for Facebook's Social Good programme, achieving an average ticket resolution rate of 85% through efficient and user-focused support.
- Monitored and assessed user interactions on Facebook and Instagram to ensure compliance with platform policies, contributing to platform safety by reviewing over 100 high-risk or suspicious profiles.
- Collaborated cross-functionally to share insights on emerging trends and risks in the news content sector, supporting the review of publisher applications to help mitigate misinformation on the platform.
- Trained and mentored new team members, ensuring smooth onboarding and consistent quality standards across the team.

EDUCATION

Google

UX Design Professional Certificate 2024

Sapienza University of Rome

M.A. in Corporate Communication 2017

University of Catania

B.A. in International Relations 2013

LANGUAGES

Italian: Native speaker

English: Level C1

Spanish: Level B2

French: Level B1

DESIGN SKILLS

User Research

User Testing

Wireframing & Prototyping

Figma, SketchUX Writing and Content Strategy

Information Architecture

COMMUNICATION SKILLS

Problem Solving

User Behavior Analysis

Corporate Communications & PR

Editorial Writing & Digital Copywriting

Voice of Customer Analysis