

Federico Sarno

User Experience Designer

New York, NY
929-722-6274
federicosarno.com
federicosarno98@gmail.com
www.linkedin.com/in/federico-sarno

Summary

UX designer and researcher focused on systems, wayfinding, and interaction under real world constraints. I translate user research into clear flows and interfaces, with hands-on projects spanning in-vehicle alerting, emergency services, and civic tech, plus a code-fluent workflow that bridges design and front-end. Currently completing an M.S. in Information Experience Design at Pratt Institute.

Experience

UX Consultant - dx. Center | 2025

- Led mixed-methods UX research to evaluate digital service experiences and journeys, mapping how users move through multi-step processes and where they lose their way.
- Conducted user interviews, usability testing, surveys, and observational research to uncover user needs, behavioral patterns, and usability issues.
- Synthesized research findings into personas, journey maps, and key insights to guide product strategy and identify opportunities for experience improvement.
- Translated research insights into user flows, information architecture, and interaction design recommendations to improve usability and task completion.
- Collaborated with stakeholders to prioritize user-centered improvements and align design decisions with product and organizational goals.
- Delivered usability and accessibility evaluations with actionable recommendations to improve clarity, navigation, and overall user experience.

Logistics Coordinator - Hugo Galerie | 2023-24

- Coordinated logistics for artwork shipping, receiving, and installation for gallery exhibitions.
- Managed inventory systems, documentation, and condition reporting for valuable artwork assets.
- Collaborated with artists, vendors, and couriers to maintain production timelines and installation schedules.
- Supported exhibition preparation and operational planning for gallery programming.

Graphic Designer - 360 Properties | 2020-23

- Designed marketing and visual communication materials for real estate listings and brand campaigns.
- Produced professional photography for residential and commercial property marketing.
- Collaborated with agents to create consistent visual branding across digital and print channels.
- Managed and organized large image libraries to support fast marketing turnaround cycles.

Relevant Projects

Design Team Lead

ClearWay - Integrated Emergency-Vehicle Alert System |
Feb - May 2025

- Designed a navigation-integrated alert system to help drivers become aware of approaching emergency vehicles, addressing a real safety and wayfinding gap.
- Conducted research into driver attention and in-vehicle information hierarchy; translated findings into interaction patterns legible under driving conditions.
- Produced user flows and high-fidelity prototypes; presented the concept and design rationale to stakeholders.

Skills

Software:

Figma, Adobe Creative Cloud, Claude Code, Cursor, Nik Collection, DaVinci Resolve, Final Cut, Miro, Tableau

Product Design:

Ux Design, Desktop/Mobile UI, Responsive Web, Interaction Design, Automotive UX, Service Design, Prototyping, Accessibility

Research:

Usability Testing, Wireframing, User Research, Competitive Analysis

Technical:

HTML5, CSS3, JavaScript

Education

Pratt Institute

M.S. Information Experience Design

2025 - present

Expected December 2026

University of Hartford

B.F.A. Photography

3.8 GPA Cum Laude

2016 - 2020

Relevant Courses

- UX Design & AI
- Information Architecture & Interaction Design
- Usability Theory & Practice
- UX Design Systems
- Automotive UX

Project Manager & UX/UI Designer

Amazon Music | Design Challenge | 2025 and 2026

- Led a team of four designers through a 4-week product cycle, guiding the project from research and problem definition to prototype testing.
- Conducted user research, competitive analysis, and exploratory interviews to identify barriers to music discovery and first-time user engagement.
- Designed user flows, wireframes, and interactive prototypes in Figma, exploring solutions to improve discovery and onboarding experiences.
- Developed a customer experience strategy aimed at improving music discovery and early user engagement.