



NICOLA MARCON

30.12.1992 - Trento (Italy)

+41 782342215

nicola.marcon@roche.com

www.linkedin.com/in/nicola-marcon



## EDUCATION

- Mar 2015 **Bachelor degree in Interfaces and Communication Technology**  
University of Trento - Focused on: UX Design, HCI, Cognitive science, Programming
- 2016-2017 **First year of Master in Human Computer Interaction & Design (Cum laude)**  
University of Twente (NL) - Focused on: UCD, Human-Robot Interaction, Haptics & VR
- 2017-2018 **Second year of Master in HCID**  
KTH University (SE) - Focused on: UX Design, Prototyping, Academic writing
- Sept 2018 **EIT Digital double Master's degree in Human Computer Interaction & Design**  
with a Minor in Innovation & Entrepreneurship



## PROFESSIONAL EXPERIENCE

- Mar - May 2014 **Web designer Intern at Aldebra S.p.A (IT)**  
Design and guerilla testing of two websites
- May 2019 - Dec 2020 **Camera & LiDAR sensor operator at Aerial Surveys Limited (NZ)**  
Managing a multiyear project to collect data from 7 regions of New Zealand: flight planning, sensor operations, reporting of survey missions, data processing
- Jan 2021 - Jan 2022 **UX Designer at IDRO B.V. (SE)**  
Working on customer experience when launching the first ever device measuring lactate in real time: one-on-one interviews with 24 exercise physiologists and professional athletes, user personae, customer journey mapping, literature review, competitive analysis, user flow diagrams, interactive prototypes for app and website.
- Feb 2022 - Current **Innolab Coordinator and UX Designer (CH)**  
I'm working together with our global Roche community and external partners to foster digital innovation across the organization. I've also carried out several projects and tasks as a UX designer:
  - Co creation of a storyboard for a project in lung cancer screening
  - Design of mockups of one feature of an internal platform and hand over to developers
  - Supported the design of the first prototype of a digital mapping dashboard
  - User interviews and data analysis for the design and developemnt of an internal solution
  - Design of usability and content testing scripts



## SKILLS

- |                      |                       |
|----------------------|-----------------------|
| Figma & Sketch       | User flow diagram     |
| Adobe Suite          | Storyboard            |
| User interviews      | Usability Testing     |
| Personae             | Interactive prototype |
| User journey mapping | Wireframes            |



## LANGUAGES

	A1	A2	B1	B2	C1	C2
Italian	●	●	●	●	●	●
English	●	●	●	●	●	●
Spanish	●	●	●	●	●	●
German	●	●	●	●	●	●



## INTERESTS



I have been practicing karate for 15 years  
Trained and refereed for 4 years



Trail running become part of my everyday  
life to shape my body and mind



Amateur photographer fascinated by this  
world and postproduction



Active member of a speleological club  
and its segetrary for 4 years