WORK EXPERIENCE

Senior UI Designer Consultant

Hays Technology / Publicis Sapient [20/09/2022 – 14/07/2023]

City: Milano | **Country:** Italy

- Mainly allocated on Amplifon X team, as a UI Senior Designer on their digital products
- Pirelli Sustainability new website purpose (as Illustrator) - Enel X intranet UI design

Senior UI Designer Consultant

Hays Technology / M&C SAATCHI Milano [08/12/2021 – Current]

City: MIlano | **Country:** Italy

Senior consultant for **M&C SAATCHI** Milano in the digital team.
Currently I mainly follow two clients: **Sky Italia** and **Delonghi**, for whom I follow the UI Design aspect for their digital products, working closely with a large and varied team of professionals.

Senior UX/UI Designer

DonTouch SA [14/06/2021 – 14/08/2021]

City: Chiasso | **Country:** Switzerland

Working for a product company, I am involved in the development of new features or the improvement and expansion of existing ones. Each part and functionality of the platform is studied from the point of view of the user experience, doing AB testing with users and then developed under the aspect of the user interface.

Senior UX/UI Designer

GELLIFY S.r.l. [06/10/2019 – 09/06/2021]

City: Milan | **Country:** Italy

- Design and management of international digital projects, following the Design Thinking method.
- Project team management in the co-design phase with the customer
- Creation of user stories for user tests
- Study and design of UI design systems for platforms, websites and applications • Infographics and digital illustrations

Art Director & Senior UX/UI Designer

Freelance [19/02/2010 – Current]

City: Arona | **Country:** Italy

- Management of work teams on projects for personal clients and communication agencies
- UI / UX Design of online projects such as websites, e-commerce, platforms, online games, mobileapplications
- Digital Illustrations
- Brand Identity

CEO & Co-founder

LemonLab Srls [04/01/2017 – 19/02/2018]

City: Sesto Calende (VA) | **Country:** Italy

- CEO and co-founder of a digital communications company.
- Management of relationships with customers and the work team on the most important projects.• Management of the digital Design team (websites and web platforms)
- Photo/Video Art Direction

UX/UI Designer

Altrosito Srl [02/05/2014 – 29/12/2016]

City: Dormelletto | **Country:** Italy

- Web design
- UX / UI Design of online games
- UX / UI Design of e-commerce platforms
- Design and creation of animated banners in Google Web Designer
- Editorial materials with art direction of photographic services included in them

UI/UX Designer

Coppa&Landini Srl [29/04/2013 – 23/04/2014]

City: Milan | **Country:** Italy

UX and UI design of projects for clients in various categories but mainly Banking and NGOs, from platforms for online donations to the creation of infographics, interactive CSR, direction of motion graphics videos and photo shoots.

Art Director Junior

Andersen Spa [07/11/2011 – 24/04/2013]

City: Boca (NO) | **Country:** Italy

Member of the team of designers in charge of about 20 graphic designers for projects mainly on HoReCa customers, such as supermarket chains, cash & carry, department stores.
Role with great responsibility of managing large work groups and direct relationship with the marketing department of various customers.

Graphic Designer

Anteprima Lab Srl [11/11/2010 – 19/02/2011]

City: Milan | **Country:** Italy

- Mainly offline design projects such as illustrations, BTL materials, publishing
- Design, implementation and management of the relationship with customers and printers for various publications of social reports for CGIL Lombardia

Teacher

ECIPA Piemonte [31/01/2019 – 30/05/2019]

City: Novara | **Country:** Italy

Teacher for a course promoted by the Piedmont Region on Web Design.

The subject held by me and the modules specifically, focused on the UI approach on the basis of documents ready and delivered to the students relating to the phases preceding that of the User Interface, therefore from the initial brief to the studies and definition of personas, to the definition of some user journeys from which to start them.

EDUCATION AND TRAINING

Bachelor's degree

NABA Nuova Accademia di Belle Arti [14/09/2008 – 19/09/2011]

City: Milano | **Country:** Italy | **Field(s) of study:** Graphic Design & Art Direction |
Final grade: 110/110

- Technical skills acquired on the excellent use of the Adobe Creative suite.
- Excellent learning on the project management from the analysis of the brief, to the management of a work team and its various figures, till the delivery to the customer

LANGUAGE SKILLS

Mother tongue(s): Italian

Other language(s):

English	**French**
LISTENING B2 **READING** B2 **WRITING** B2	**LISTENING** A2 **READING** B1 **WRITING** A2
SPOKEN PRODUCTION B2 **SPOKEN INTERACTION** B2	**SPOKEN PRODUCTION** A2 **SPOKEN INTERACTION** A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Outlook / Microsoft Powerpoint / Microsoft Word / Google Drive / Adobe CC / Sketch, InVision, Visio, HTML, CSS (SCSS), iOS, Android, Design Systems and Adobe Creative Suite.

ORGANISATIONAL SKILLS

Competenze organizzative
- Experience in managing full-bodied work teams that allowed me to have a good level of organization of the workflow
- Good team-leading skills acquired in various agencies where I was Senior Designer / Art Director, as well as director of a small company

COMMUNICATION AND INTERPERSONAL SKILLS

Competenze comunicative e interpersonali.
- Good communication skills acquired thanks to various jobs in communication agencies
- Excellent relational competence with marketing offices or directly with the customer