



## Profile

Senior designer with experience in different industries. Started many years ago as a graphic designer for print I gradually refined my skills for the web world to eventually work as a UI designer in the last 3 years. Highly passionate about typography and layout. Supported by well grounded design principles, I have the ability to carry out a project from the creative brief to its final production. Always proactive and passionate in any task I undertake. I pride myself on having a supportive attitude, strong attention to detail and organisational skills.

## Awards

Winner of the 2011 international competition Good 50x70: Poster on social communication.

## Languages

Italian: Mother tongue

English: Fluent

French: Medium level

Spanish: Medium level

## Education

Bachelor Degree in Communication Sciences University 'La Sapienza', Rome. Thesis on the use of posters in social communication. Degree - Graphic design and illustration at 'Pantheon Multimedia', Rome.

## Interests

Travelling, drawing, cooking, hiking, reading, dancing

## Work history

- May 2018 **'Vodafone Uk'** - Freelance UI Designer  
Dec. 2018
- Vodafone Access - hybrid mobile app;
  - Turning complex requirements into a compelling, clear and easy to use interface across Android and browser, taking into consideration the company design system as well as technical constraints;
  - Working closely along with UX and developers in an Agile environment.
- Mar. 2018 **'Jacob Bailey'** - Freelance UI/Digital Designer  
May 2018  
Dec. 2016  
Feb. 2017
- Worked on digital campaigns and website layouts for different clients, providing final assets to developers;
  - Banners, emails, animated gifs.
- Nov. 2017 **'Debenhams'** - Freelance UI/Digital Designer (beauty and fashion)  
Mar. 2018
- Creating wireframes and new concepts for seasonal campaigns according to the company style guide.
- Mar. 2017 **'Paymentsense'** - Freelance UI  
Oct. 2017
- Worked closely with UX and developers in an Agile environment to create a fresh design for the purpose of maximizing the aesthetic appearance of the new company website while maintaining friendly usability;
  - Establish and promoted best design practices to share with the other design team members in order to achieve a cohesive design throughout the website;
  - Providing design elements to run A/B tests;
  - Designed emails and marketing collaterals.
- Feb. 2017 **'TUI Travel'** - Freelance Digital Designer  
Mar. 2017
- Mainly focussed on emails design for different campaigns.
- Nov. 2016 **'Moonpig'** - Freelance Digital Designer
- Emails and landing pages for the Christmas campaign.
- Mar. 2016 **'Audible'** - Freelance Visual Designer  
Jul. 2016
- Created different assets to promote new audiobooks as well as seasonal campaigns across the Audible website and social networks.
- Jul. 2015 **'F&F'** - Freelance Visual Designer (fashion)  
Mar. 2016
- Created compelling pages and concepts for seasonal campaigns on different platforms;
  - Collaborated with site-merchandisers and developers.
- Oct. 2013 **'Amazon'** - Freelance Visual Designer (fashion IN-FR-DE-ES-IT-UK)  
Mar. 2015
- Created new look and concepts to promote seasonal campaigns and brand pages mainly for Jewellery & Watches, Shoes & Bags category;
  - Multi-platform designs in different languages taking into account the overall Amazon style guide and its own customization in every country;
  - Collaborated with site-merchandisers across UK, GE, FR, IT, SP and IN.
- 2002 to 2013 **Italian experience** - Graphic Designer
- Mainly focused on print, I built a solid design experience working for different companies, publishing houses, a daily newspaper and advertising agencies such as 'Leo Burnett' and Art Attack Adv.'

## Skills & most used softwares



SKETCH



INVISION



PHOTOSHOP



ILLUSTRATOR



INDESIGN

**Design:** UI graphics and visual design -  
Concept sketches - Wireframes and mock up  
with Sketch - Style guides and pattern library

**Prototyping:** Rapid  
prototyping using InVision

**Collaboration:** Self starter  
- Detail orientated - Flexible  
- Communicative