

Alessandro Aiello

Senior UI/UX & Product Designer

Contact

Online Portfolio
aiello.design@proton.me
+34 693 80 1315



Profile

I'm a Senior Designer specialised in **UI/UX** and **product** with a proven experience in all phases of the design process including user research, copywriting, wireframing, prototyping, visual design, interaction design, and usability testing.

During my career I've learned how to create **high performing design solutions** and user-centred, research-driven products, combining simplicity and effectiveness.

Skills

Tools		Knowledge
Figma	●●●●●●●●●●●●	Usability
Adobe Illustrator	●●●●●●●●●●●●	User Interface
Adobe XD	●●●●●●●●●●●●	User Experience
Adobe Photoshop	●●●●●●●●●●●●	Product Design
Wordpress	●●●●●●●●●●●●	Wireframing
Bootstrap	●●●●●●●●●●●●	Prototyping
HTML	●●●●●●●●●●●●	Agile methodologies
CSS	●●●●●●●●●●●●	Digital Design
Adobe InDesign	●●●●●●●●●●●●	Marketing
Digital illustration	●●●●●●●●●●●●	Branding

Recent Work Experience

October 2023 - October 2025

SENIOR PRODUCT DESIGNER

JumpMath - Remote

- Work with international teams to understand user needs and create successful products.
- Participate in brainstorming and design thinking sessions to conceptualise new products or improve existing ones.
- Define and illustrate the structure and functionality of products by creating user flows, interactive prototypes and layouts.
- Work with the IT team to ensure the proper implementation of designs.
- Document work in a clear and organised manner to facilitate technological development.
- Conduct research and user testing to improve the functionality and quality of products.
- Mentor junior UX/UI designers to foster excellence and innovation in design.

May 2022 - June 2023

SENIOR UI/UX & PRODUCT DESIGNER

Freeverse.io - Hybrid

- Identify new product improvement opportunities and set design requirements based on information from internal teams and user research.
- User research and usability testing to identify pain points and optimise the user experience, creation of wireframes, user flows, layouts and interactive prototypes.
- Design of user-centred interfaces for Freeverse's clients marketplaces and their payment and withdrawal management platforms, resulting in a 15% growth in transactions and a 20% increase in user engagement.
- Work with cross-functional teams to define product requirements and develop UI/UX designs for NFT trading features.
- Creation and maintenance of a comprehensive Design System (Figma) streamlining the design and development process for future product iterations.
- Use of responsive design principles to ensure a seamless user experience across devices and screen sizes, resulting in a 50% increase in mobile usage and improved accessibility.

Oct 2021 - May 2022

SENIOR WEB DESIGNER

Zyte - Remote

- Data driven support to decision making: ownership of core KPI metrics on Zyte main website performance in order to create new user journeys and optimise conversion (Hotjar, Google Optimise, Google Analytics).
- UX strategy and best practice including research, design thinking and testing to guide the design of user centric solutions.
- Layout and development of all the content of the main company website (graphics, HTML & CSS).
- Creation of all kinds of inbound marketing pieces to support the marketing team.

May - Oct 2021

SENIOR GRAPHIC DESIGNER/UX EXPERT (Contract)

Netenders - Barcelona

- Design of all Marketing Campaigns and assets for new products.
- User Experience analysis, research and layouts for the company websites.
- Creation of Landing Pages, banners, hand-coded emails, pop-ups.
- Best practice research for designing new UI elements to improve interaction and conversion.
- Design support to the Development Team.
- Management of all design and UX/UI jobs.

December 2019 - April 2021

FREELANCE VISUAL & GRAPHIC DESIGNER

Europe

- User Experience consultancy and User Interface layouts for desktop and mobile.
- Website layout and development (Bootstrap, Wordpress, Shopify, HTML and CSS).
- Assets for Marketing and Social Media campaigns (Landing Pages, emails, flyers, brochures).

January 2018 - November 2019

SENIOR MARKETING DESIGNER

Booklyng - Barcelona

- Design Team leading and training.
- Work with Marketing and Product teams to design and deliver more than twenty high-performance digital products and creative and effective Marketing Campaigns.
- Analysis, research and design of Booklyng's main dashboard and CMS (Booklyng Wizard Manager), helping their clients to gain +32% conversion rate, +145% user information, +33% total website revenues.

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Education

- **"The Anatomy of High-Performing Web Pages"**, Usability Master (Nielsen Norman Group @London College of Communication). [London 2012]
- **"Future of Web Design 2011"**, (RCA London). [London 2011]
- **"Graphic Design for Advertising"**, Graphic Design Course at "ACLI". [Rome 1995]
- Degree in **Anthropology** (Rome University "La Sapienza"). [1994]
- Italian High School Diploma in **Classical Studies** (Liceo E. Q. Visconti - Rome). [1989]

Languages

Italian	●●●	MOTHER TONGUE
English	●●●	ADVANCED
Spanish	●●●	ADVANCED

Network

ONLINE PORTFOLIO

www.alexira.com/design

LINKS

www.linkedin.com/in/alessandroaiello

www.behance.net/alexira

www.dribbble.com/alexira

Contact

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Past Work Experience

July 2017 - January 2018

FREELANCE GRAPHIC DESIGNER - Europe

- Personalised, bespoke offline and online work for companies and/or privates.
- Digital drawing and illustrations.
- Website layout and development (Bootstrap, Wordpress and Shopify).
- Assets for Marketing and Social Media campaigns (Landing Pages, emails, flyers, brochures, Facebook, Instagram and Google ads).

August 2016 - June 2017

HEAD OF DESIGN @Gotoclient - Barcelona

- Project Managing and planning, designer team leading, training and mentoring.
- Production and maintenance of responsive websites and assets for clients, online and offline.
- Creation and development of landing pages, email (CRM), marketing campaigns.
- Creation of brand identities, logos, typography and colour palettes.
- Use of Hubspot platform and tools, following Inbound Marketing best practices.

April 2015 - June 2016

SENIOR GRAPHIC DESIGNER @Ideas Agitadas - Barcelona

- Layout and Design of newsletters, banners, landing pages and infographics for the digital edition of the Spanish daily newspaper La Vanguardia and its subscribers website: Club Vanguardia.
- Leading the creative side of the Acquisition, Retention and Loyalty programme for La Vanguardia ES/INT.

October 2010 - February 2015

SENIOR VISUAL DESIGNER @Hostelworld Group - London

- Layout and design of more than forty high impact and effective Marketing Campaigns.
- Research and UI for HostelBookers and Hostelworld first booking apps.
- Ownership of the design and the company tone of voice, making sure the brand is correctly represented in any asset and/or publication, online, mobile and print.

November 2009 - October 2010

SENIOR WEB & GRAPHIC DESIGNER @Style Group Brands - London

- Designing all weekly Home Pages, Banners, Emails and Newsletters.
- Creating the layout for all the company websites, update and maintenance with Wordpress.

May 2009 - October 2009

WEB & GRAPHIC DESIGNER MANAGER @Witom Ltd - London

- Managing and mentoring two Junior Web and Graphic Designers.
- Layout, development and update of 4 company websites using CMS Made Simple and Joomla.
- Designing any print job, including brochures and leaflets.

May 2008 - April 2009

WEB DESIGNER @Global Interactive Marketing Online (GIMO) - London

- Designing and optimising online games micro-sites.
- Creating and testing Flash/Gif banners, mini-clips, headers, images and logos.
- Games characters/themes designing and consulting.

February 2006 - April 2008

WEB DESIGNER & ART DIRECTOR @Dazines - London

- Creating and testing the company logo and brand identity.
- Managing a team of two Web Designers and one Developer.
- Project managing all the Design Jobs (online and offline).

May 2004 - Jan 2006

GRAPHIC DESIGNER @Gerundio.net (formerly Uptocom) - Rome

Mar 2000 - Apr 2004

WEB & GRAPHIC DESIGNER @Business International & Fazi Editore - Rome