ALESSANDRO AIELLO

Senior UI/UX & Product Designer

CONTACT

Online Portfolio
aiello.design@gmail.com
+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 20 years 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 Course (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

Language		Level
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

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.
- Design and creation of all the assets requested by the Marketing Department: banners, Facebook ads, Twitter, Pinterest, Instagram, Google ads, infographics and images.
- 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