

# ALESSANDRO AIELLO

Senior Designer

CONTACT

www.alexira.com/design  
aiello.design@gmail.com  
+34 693 80 1315



## PROFILE

I'm a Senior Designer specialised in **Design for Marketing** with a focus on **customer, product, research**.

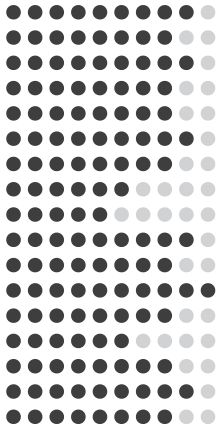
With **nearly twenty years experience in the field** I have a holistic vision of the entire life of a project and a deep understanding of what the final goals of the communication are.

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

## SKILLS

### TOOLS

Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Adobe InDesign  
HTML5  
CSS3  
Sketch  
Invision  
Zeplin  
Bootstrap  
Wordpress  
Illustration & Drawing  
Adobe After Effects  
Adobe Premiere Pro  
Jira  
Cubase 8.0  
DAZ Studio 3D/Poser



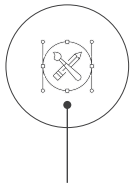
### KNOWLEDGE

Product Design  
Interface Design  
Web Usability  
Marketing Campaigns  
Digital Design  
Branding  
Front-end  
Illustration  
Audio  
Smile

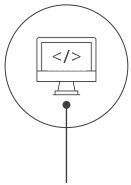
## MY SPECIALTIES



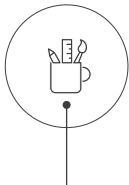
Visual Design



Graphic Design



Front-end  
HTML/CSS



Art &  
Illustration

## RECENT WORK EXPERIENCE

January 2018 - November 2019

### SENIOR MARKETING DESIGNER

Booklyng - Barcelona

- Designer 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.

July 2017 - January 2018 / December 2019 - Present

### FREELANCE VISUAL & GRAPHIC DESIGNER

Barcelona

- User Experience consultancy and User Interface layouts for desktop and mobile.
- Infographics and assets for Social Media campaigns (Facebook, Pinterest, Google).
- Personalized, bespoke offline and online work for companies and/or privates.

July 2017 - January 2018

### FOUNDER, ARTIST, DESIGNER

Comyscale - Barcelona

- Bespoke artwork and print.
- Digital drawing.
- Web site layout and development (Wordpress).

August 2016 - June 2017

### HEAD OF DESIGN

Gotoclient - Barcelona

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

April 2015 - June 2016

### SENIOR GRAPHIC DESIGNER

Ideas Agitadas - Barcelona

- Leading the creative side of the Acquisition, Retention and Loyalty programme for La Vanguardia Spain and International.
- Layout and Design of newsletters, banners, landing pages and infographics for the digital edition of the Spanish daily newspaper La Vanguardia and its subscribers web site: Club Vanguardia.
- Additional design of newspaper ads, promotions and campaigns brochures, flyers and events material (roll-ups, posters). With clients like Hola! Magazine, Lindt, Taurus.

October 2010 - February 2015

### SENIOR VISUAL DESIGNER

Hostelworld Group - London

- Taking ownership of the design and the company tone of voice, making sure the brand that is correctly represented in any asset and/or publication, online, mobile and print.
- Project managing all the Marketing Design Jobs, estimating the time required to complete the work and creating design briefs by gathering information and data through research and meetings with the stakeholders.
- Thinking creatively to produce new ideas and concepts for Campaigns, Social Media and Advertising.
- Presenting finalised ideas, concepts and wire-frames to account managers and other designers.
- Producing any print job, working on layouts and artworking pages ready for 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 web sites, update and maintenance with Wordpress.
- Meeting clients and/or account managers to discuss the business objectives and requirements of ongoing and future projects.

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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" in 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



English



Spanish

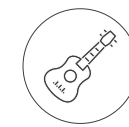
## HOBBIES & INTERESTS



Painting & drawing



Music Production



Songwriting

## REFERENCES

- Francesco Canzoniere, CEO @ Booklyng  
francesco@booklyng.com  
+34 682 540 962

## PAST WORK EXPERIENCE

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 web sites 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).

GRAPHIC DESIGNER - Gerundio.net (formerly Uptocom). [Rome, May 2004 - Jan 2006]

WEB DESIGNER - Business International. [Rome, Mar 2000 - Apr 2004]

WEB & GRAPHIC DESIGNER - Fazi Editore. [Rome, Mar 2000 - Apr 2004]

*NB, those two last companies have the same owner. I was working for both at the same time.*

## LINKS

ONLINE PORTFOLIO:  
[www.alexira.com/design](http://www.alexira.com/design)

NETWORK:  
[www.behance.net/alexira](http://www.behance.net/alexira)  
[www.linkedin.com/in/alessandroaiello](http://www.linkedin.com/in/alessandroaiello)  
[www.dribbble.com/alexira](http://www.dribbble.com/alexira)  
[www.angel.co/alessandro-aiello](http://www.angel.co/alessandro-aiello)