

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**.

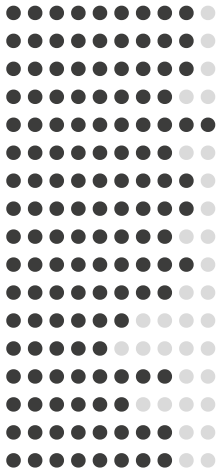
With **nearly twenty years experience in the field** I have a holistic vision of the entire life of a project and a deep understanding of what the final goals of the communication are.

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

SKILLS

TOOLS

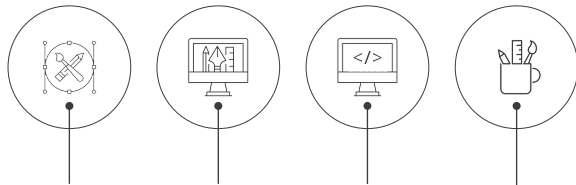
Adobe Illustrator
Figma
Adobe XD
Adobe Photoshop
Illustration & Drawing
Adobe InDesign
Wordpress
Bootstrap
HTML5
CSS3
Sketch
Invision
Zeplin
Adobe After Effects
Adobe Premiere Pro
Jira
DAZ Studio 3D/Poser



KNOWLEDGE

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

MY SPECIALTIES



Graphic Design

Visual Design

Front-end
HTML/CSS

Art &
Illustration

RECENT WORK EXPERIENCE

Oct 2021 - Present

SENIOR WEB DESIGNER

Zyte - Remote

- Layout and development of all the content of main company website (graphics, HTML & CSS).
- 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.
- Creation of inbound marketing pieces to support the marketing team, like social media campaigns, content design based on brand guidelines, infographics, motion graphics.
- Brand guardian - overseeing a comprehensive style guide to ensure all visual communications across channels and departments remain consistent.
- Handling overlapping projects of different types including: web/app wireframes, UI, Digital Marketing.

May - Oct 2021

SENIOR GRAPHIC DESIGNER/UX EXPERT

Netenders - Barcelona

- Design of all Marketing Campaigns and assets for new products.
- User Experience analysis, research and layouts for the company websites.
- Study and realisation of Customer Journeys, Buyers Personas design, wireframing.
- 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

- 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

FREELANCE GRAPHIC DESIGNER

Europe

- Personalized, bespoke offline and online work for companies and/or privates.
- Digital drawing and illustrations.
- Web site 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 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.

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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

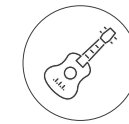
HOBBIES & INTERESTS



Painting & drawing



Music Production



Songwriting

PAST WORK EXPERIENCE

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 web site: Club Vanguardia.
- Leading the creative side of the Acquisition, Retention and Loyalty programme for La Vanguardia ES/INT.
- 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

- 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 HostelBooker and Hostelworld first booking apps.
- 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.

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.
- Meeting clients and/or account managers to discuss the business objectives and requirements of ongoing and future projects.

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).

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

NETWORK:
www.behance.net/alexira
www.linkedin.com/in/alessandroaiello
www.dribbble.com/alexira