

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

Figma	●●●●●●●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●●●●●●●
Adobe XD	●●●●●●●●●●●●●●●●
Invision	●●●●●●●●●●●●●●●●
Zeplin	●●●●●●●●●●●●●●●●
Atlassian Jira	●●●●●●●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●●●●●●●
Wordpress	●●●●●●●●●●●●●●●●
Bootstrap	●●●●●●●●●●●●●●●●
HTML5	●●●●●●●●●●●●●●●●
CSS3	●●●●●●●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●●●●●●●
Digital illustration	●●●●●●●●●●●●●●●●

Knowledge

Usability
User Interface
User Experience
Product Design
Wireframing
Prototyping
Agile methodologies
Digital Design
Marketing
Branding
Illustration
Audio

RECENT WORK EXPERIENCE

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.
- Close collaboration with cross-functional teams including product managers, engineers and stakeholders to define product requirements and translate them into intuitive and visually appealing 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.
- Implementation of responsive design principles and best practices to ensure seamless user experiences across various 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 inbound marketing pieces to support the marketing team, like social media campaigns, content design based on brand guidelines, infographics, motion graphics, emails (hand-coded) and/or newsletters.
- Brand guardian: overseeing a comprehensive style guide to ensure all visual communications across channels and departments remain consistent.

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.
- 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

- 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.
- Hand-coding email and newsletters, also designing and creating Mailchimp templates.
- 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.

ALESSANDRO AIELLO

Senior UI/UX & Marketing Designer

CONTACT

Online Portfolio
aiello.design@gmail.com
+34 693 80 1315

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

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