

Alessandro Aiello

Senior UI/UX & Product Designer

Contact

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



Profile

Senior Product Designer with 15+ years of experience delivering high-performing digital products across SaaS, fintech, e-commerce, travel, and media sectors. Expert in leading **end-to-end design processes**—from **user research** and **product strategy** to **high-fidelity prototyping** and **design system architecture**.

Proven track record of driving measurable growth, including a **15% increase in transaction volume**, **32% conversion rate improvements**, and **50% growth in mobile adoption**. Skilled in building intuitive platforms, scaling **Design Systems**, and fostering **cross-functional collaboration** between product, engineering, and business teams.

Core Competencies

- **Design Strategy:** Product Roadmap Planning, Stakeholder Management, Design Thinking, User-Centred Design (UCD), Conversion Rate Optimisation (CRO).
- **UI/UX Execution:** Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing, Accessibility (WCAG Compliance).
- **Systems & Tech:** Design Systems (Figma), Responsive Design, HTML/CSS, Bootstrap, WordPress, Shopify, Agile Methodologies.

Tools & Skills

Figma, Adobe Illustrator, Adobe XD, Notion, Atlassian Jira, Adobe Photoshop, Wordpress, Bootstrap, HTML, CSS, Adobe InDesign, Digital illustration, Design Thinking, Usability, User Interface, User Experience, Product Design, Wireframing, Prototyping, Agile methodologies, Digital Design, Marketing, Branding.

Recent Work Experience

Freelance Senior Product Designer | Europe (Remote) Dec 2025 – Present

- **Strategic Consultancy:** Partner with startups and established brands to define **product vision** and translate business strategies into actionable **design roadmaps**.
- **Full-Cycle Design:** Lead the end-to-end design lifecycle for desktop and mobile platforms, ensuring **intuitive user flows** and **elegant visual interfaces**.

Senior Product Designer | JumpMath (Remote) Oct 2023 – Oct 2025

- **Cross-Functional Collaboration:** Worked with international product and engineering teams to **define user needs**, prioritise features, and align on **product direction**.
- **Innovation & Ideation:** Facilitated **design thinking workshops** and brainstorming sessions to generate data-backed ideas for new product features and workflow optimisations.
- **Research & Validation:** Conducted rigorous **user research** and **usability testing** to validate hypotheses, resulting in improved product functionality and higher user satisfaction scores.
- **Prototyping & Handoff:** Defined product structure and functionality by creating detailed **user flows**, **interactive prototypes**, and **high-fidelity layouts** to guide development teams.

Senior UI/UX & Product Designer | Freeverse.io (Hybrid) May 2022 – August 2023

- **Business Impact:** Redesigned user-centred interfaces for payment and withdrawal management platforms, driving a **15% growth in transactions** and a **20% increase in user engagement**.
- **Design System Architecture:** Created and maintained a comprehensive **Design System in Figma**, streamlining the design-to-development handoff and ensuring consistency across future product iterations.
- **Mobile Optimisation:** Applied **responsive design principles** to optimise the user experience across all devices, resulting in a **50% increase in mobile usage** and enhanced **accessibility**.
- **Feature Strategy:** Collaborated with cross-functional teams to define requirements and design UI/UX for complex **NFT trading features**, balancing innovation with usability.
- **Problem Solving:** Identified key product improvement opportunities through **data-driven analysis** and user research, setting clear design requirements based on internal and external insights.

Senior Web Designer | Zyte (Remote) Oct 2021 – May 2022

- **Data-Driven Design:** Owned core **KPI metrics** for the main website, utilising **Hotjar**, **Google Analytics**, and **Google Optimize** to create user journeys that optimised **conversion rates**.
- **UX Strategy:** Developed **UX strategies** and best practices to guide the design of user-centric solutions, reducing friction in the customer acquisition funnel.
- **Content & Development:** Managed the layout and development of all main website content (graphics, HTML & CSS) and created inbound marketing assets to support growth initiatives.

Senior Graphic Designer/UX Expert (Contract) | Netenders (Barcelona) May 2021 – Oct 2021

- **Campaign Leadership:** Designed end-to-end marketing campaigns and UX layouts for company websites, focusing on **interaction design** and **conversion optimisation**.
- **UI Innovation:** Researched best practices to design new UI elements that improved user interaction and reduced bounce rates.
- **Dev Collaboration:** Provided direct design support to the development team, ensuring pixel-perfect implementation of UI elements.
- **Management:** Managed all design and UX/UI jobs, acting as the primary liaison between creative and technical teams.

Freelance Graphic and Web Designer | Europe (Remote) Dec 2019 – Apr 2021

- **Technical Implementation:** Execute responsive website layouts and development using **Bootstrap**, **WordPress**, and **Shopify**, ensuring seamless **mobile-first experiences**.
- **Marketing Integration:** Design high-conversion landing pages and digital assets that align with broader **marketing campaigns** and brand identity.

Senior Marketing Designer | Booklyng (Barcelona) Jan 2018 – Nov 2019

- **Dashboard Redesign:** Redesigned the core Dashboard and CMS (Booklyng Wizard Manager) through rigorous user research, resulting in a **+32% conversion rate** and **+145% increase in user data capture**.
- **Team Leadership:** Led and trained the design team, delivering more than twenty high-performance digital products and creative marketing campaigns.
- **Cross-Department Collaboration:** Worked closely with Marketing and Product teams to align design output with business objectives and user needs.

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Education & Certifications

- **The Anatomy of High-Performing Web Pages** | Nielsen Norman Group (London College of Communication) | 2012
- **Future of Web Design** | Royal College of Art (RCA London) | 2011
- **Graphic Design for Advertising** | ACLI (Rome) | 1995

Languages

Italian: Native
English: Advanced (Professional Proficiency)
Spanish: Advanced (Professional Proficiency)

Network

ONLINE PORTFOLIO

www.alexira.com/design

LINKS

www.linkedin.com/in/alessandroaiello

www.behance.net/alexira

www.dribbble.com/alexira

Past Work Experience

Freelance Visual & Graphic Designer | Europe (Remote) July 2017 – Dec 2017

- Delivered bespoke offline and online design solutions for diverse clients, ranging from digital illustrations to full website layouts.
- Executed website development using **Bootstrap, WordPress, and Shopify** for small-to-medium businesses.
- Created comprehensive marketing assets including landing pages, email campaigns, and social media graphics.

Head of Design | Gotoclient (Barcelona) Aug 2016 – June 2017

- **Team Leadership:** Managed, planned, and mentored a team of designers, overseeing project delivery and training.
- **Production Management:** Oversaw production and maintenance of responsive websites and assets for multiple clients.
- **Brand Identity:** Created brand identities, logos, typography, and colour palettes for new client acquisitions.
- **Marketing Automation:** Utilised **HubSpot** and inbound marketing best practices to drive campaign success.

Senior Graphic Designer | Ideas Agitadas (Barcelona) Apr 2015 – June 2016

- **Media Design:** Designed layouts for newsletters, banners, landing pages, and infographics for the Spanish daily newspaper *La Vanguardia* and its subscriber portal.
- **Loyalty Programmes:** Led the creative strategy for the Acquisition, Retention, and Loyalty programmes for *La Vanguardia* (ES/INT).

Senior Visual Designer | Hostelworld Group (London) Oct 2010 – Feb 2015

- **Campaign Scale:** Designed more than forty high-impact marketing campaigns annually.
- **App Research:** Conducted user research and UI design for the first booking apps for HostelBookers and Hostelworld.
- **Brand Stewardship:** Owned the design and company tone of voice, ensuring brand consistency across all online, mobile, and print assets.

Senior Web & Graphic Designer | Style Group Brands (London) Nov 2009 – Oct 2010

- **Content Management:** Designed all weekly home pages, banners, emails, and newsletters.
- **Website Maintenance:** Created layouts for all company websites, managing updates and maintenance via **WordPress**.

Web & Graphic Designer Manager | Witom Ltd (London) May 2009 – Oct 2009

- **Team Management:** Managed and mentored two junior web and graphic designers.
- **CMS Development:** Led layout, development, and updates for four company websites using **CMS Made Simple** and **Joomla**.
- **Print Design:** Designed comprehensive print collateral including brochures and leaflets.

Web Designer | Global Interactive Marketing Online (GIMO) (London) May 2008 – April 2009

- **Micro-Site Design:** Designed and optimised online game micro-sites.
- **Creative Assets:** Created and tested Flash/GIF banners, mini-clips, headers, images, and logos.
- **Character Design:** Designed game characters and themes, providing creative consulting for game development.