



Gaia Artemisia Vergari


UX/UI & Web Designer

Nationality: Italian

Based in: Florence, Italy

Passionate about new digital trends for developing innovative solutions to complex problems. My approach to creating digital experiences is always human- and environment-centered, ensuring a responsible and sustainable mindset in every project.

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 [Gaia Artemisia Vergari](#)

WORKING EXPERIENCES

UX/UI Designer & Ecommerce Manager @Rifò, Prato

October 2022 - present

- Product owner and project manager for the redesign of current website together with the team and a digital agency.
- Managing Shopify website, creating landing pages, PLP, and PDP using Liquid, HTML, CSS, and JS.
- Conducting user research and testing to enhance digital customer experience.
- Using Agile methodologies for project management.
- Supporting AI and digital tools integration for improved workflows.

Digital Designer @Byphasse, Barcelona

February 2022 - October 2022

- Worked in a creative team as digital contents designer.
- Enhanced customer experience across digital platforms, developed new website, and created monthly newsletters.

Digital Communication Manager @Ristorante Sabatini and Ristorante Il Paiole, Florence

March 2021 - January 2022

- Responsible for digital communication, website design, graphics for digital and print products.
- Brand strategy, content creation and social media manager
- Digital marketing through mail marketing, monthly newsletter, and Facebook Business Manager campaigns

Freelance UX/UI, Web & Digital Designer

January 2019 - January 2024

Development of websites from clients' brief and needs:

- Design of complete layout and structure
- User flow, wireframes and information architecture
- SEO strategy and implementation
- Integration of Google Analytics and Facebook Pixel

Project collaborations with different clients and companies for:

- Digital and print communication
- UX/UI design for digital products
- Graphic design, branding and visual identity
- Content creation, social media management and strategy
- Email marketing and advertising campaigns creation

LANGUAGES

Italian mother tongue

English C1 (excellent written and spoken level)

Spanish C1 (excellent written and spoken level)

HARD SKILLS



CERTIFICATIONS

Agile & Scrum Certification by Code First Girls 2024

Advanced course on artificial intelligence by Google 2024

Introduction to Javascript by Code First Girls 2024

Mobile Experience Certification by Google Skillshop 2023

Conversion Optimization Certification by Google Skillshop 2023

Fundamentals of Digital Marketing by Grow with Google 2023

EDUCATION

BAU Centro universitario de diseño, Barcelona, Spain

2021 - 2022

Master in Digital Experience Design - Customer Experience, Design Thinking, Agile & Scrum UX, UI, Digital Business, HTML, CSS, JS

ISIA Design Firenze, Florence, Italy

2017 - 2021

Bachelor's Degree in Communication Design - final thesis on a digital product promoting sustainable tourism in Florence - Grade: 110/110

Hochschule Augsburg, Germany

March - July 2020

Erasmus+ Study Exchange Program - focus on Communication Design

ESDi - Escuela Superior de Disenno, Sabadell, Spain

February - June 2019

Erasmus+ Study Exchange Program - focus on Graphic Design

Liceo Classico N. Machiavelli, Florence, Italy

2011 - 2016

High School Diploma in Classical languages - Grade: 100/100

COLLABORATIVE IMPACT PROJECTS

Co-founder of MMR Movimento Moda Responsabile

2023 - present

Project coordinator and part of the Communication Team & Organizational Team. Responsible for graphics and website.

Web designer @LCOY Italy

2020 - 2021

Part of the Communication Team as website developer for the Local Conference of Youth on Climate Change event in Italy (September 2021).

Creative Support @ECOSUM

2020 - 2021

Graphics and content creation, social media strategy, and web design for ECOSUM, an eco-merchandising brand for Italian schools and universities.

SOFT SKILLS

