



Gaia Artemisia Vergari

UX/UI Designer Junior

Nationality: Italian – born in Scandicci, Florence, Italy
Based in: Eixample, Barcelona
Availability: Available to start immediately full-time for on-site, hybrid, and remote job



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Gaia Vergari



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WORKING EXPERIENCES

Digital Designer Junior

February 2022 – present

Working at **BYPHASSE (Barcelona)** as part of the creative team focusing on enhancing the **CX**, responsible for **adapting different contents to all the company's digital platforms**, newsletters creation, and new website development.

UX/UI Web designer

2020 – present

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

Freelance Digital Designer

2019 – January 2022

Project collaborations with different clients and companies in the fields of:

- 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

Digital Communication Manager

Mar 2021 – January 2022

Responsible for digital communication for **Ristorante Il Paiolo Firenze** and **Sabatini Firenze** restaurants through:

- Website design
- Graphics for digital and print products
- Content creation and social media management
- Brand strategy
- Digital marketing through mail marketing, monthly newsletter, and Facebook Business Manager campaigns

Communication Manager

Nov 2019 – Feb 2020

Responsible for communication on **website, social media, graphic and editorial content creation** for two restaurants by **Osterie Di Poneta** in Florence and Montecatini

EDUCATION

BAU Centro universitario de diseño, Barcelona, Spain

Oct 2021 – present

Master in Digital Experience Design with specialization in Customer Experience, Design Thinking, UX, UI, Digital Business, HTML, CSS, JS

ISIA Design Firenze, FI, Italy

2017 – 2021

Bachelor's Degree in Communication Design with a final thesis on a digital product aimed to promote sustainable tourism in Florence – Grade: 110/110

Hochschule Augsburg, Germany

Mar – Lug 2020

Erasmus+ Study Exchange Program with a focus on Communication Design

ESDi – Escuela Superior de Disenno, Sabadell, Barcelona, Spain

Feb – Giu 2019

Erasmus+ Study Exchange Program with a focus on Graphic Design

Liceo Classico N. Machiavelli, FI, Italy

2011 – 2016

High School Diploma in Italian language and literature, ancient Latin, ancient Greek – Grade: 100/100

VOLUNTEERING

Web designer for LCOY Italy

2020 – 2021

Part of the **Communication Team** as website developer for the **Local Conference of Youth on Climate Change Italy** event which was held online in September 2021

Creative Support for ECOSUM

2020 – 2021

Creative support and practical work in **graphics, content creation, social media strategy, and web design** for **ECOSUM eco-merchandising** for schools in Florence

LANGUAGES

Italian mother tongue
English C1 (excellent written and spoken level)
Spanish C1 (excellent written and spoken level)

HARD SKILLS



SOFT SKILLS

- New digital trends enthusiast with **high standards of self-organization**, **strongly work motivated**, **independent** and **pro-active quick learner**;
- Keen to work in a **creative dynamic environment** always with **positivity**, **adaptability**, and an **open mind** towards new stimulating challenges;
- **Supportive and constructive** while working in a team, **result and goal-oriented**, **accurate**, and **responsible** toward its **welfare and success**;
- Excellent **interpersonal communication** and **relation skills** acquired while working in a team and with different clients and companies, with **hands-on experience** on digital channels (GMeet, Zoom, Teams, Miro);
- Strong **planning** and **problem-solving skills** even in stressful situations.