

Milano, Italy  
[willing to relocate]  
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# Rossella Ferrandino

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[rossellaferrandino.info](http://rossellaferrandino.info)

Front-End engineer with customer focused entrepreneurial experience. Ability to be the sole developer, and to explain technical concepts to non-technical people. Looking for a software engineering role in a larger company.

## Work Experience

<b>Co-owner and Technical Lead</b>	<b>Nama Studio</b> Milano, Italy	<b>May 2021–Present</b>
<ul style="list-style-type: none"><li>• Grew a boutique development-focused Shopify ecommerce agency catered to serving high-growth clients with an ethical mission</li><li>• Delivered an average of 10 projects per year, including new store launches, migrations and Shopify theme upgrades leveraging the latest platform functionalities, for 100k annual revenue</li><li>• Communicated with stakeholders to identify and formulate their requirements, establishing a custom scope of work catered to their needs to build highly performant user experiences</li><li>• Boosted Nama Studio's reputation as a Shopify technology expert in Italy by publishing technical blog articles and participating as panelist to official Shopify events</li><li>• Technologies used: HTML, CSS, JavaScript, Liquid, Github, Google Analytics, Shopify APIs</li></ul>		
<b>Front-End engineer</b>	<b>Flagship LLC</b> Tokyo, Japan	<b>March 2019–May 2021</b>
<ul style="list-style-type: none"><li>• Customized and updated clients' ecommerce stores on Shopify to optimize them for the Japanese market</li><li>• Design and implement system architectures suitable for the client's business needs</li><li>• Collaborated with stakeholders from diverse cultural backgrounds in internal and external teams to successfully deliver projects on time and on budget</li><li>• Technologies used: HTML, CSS, JavaScript, Liquid, Node.js, AWS, React, Vue.js, Github, Shopify APIs</li></ul>		
<b>Membership Coordinator</b>	<b>Everyman Media</b> London, UK	<b>January 2017–January 2019</b>
<ul style="list-style-type: none"><li>• Project managed the successful launch of a new subscription membership product, from gathering feedback from existing customers, pitching the proposal to the board of directors, to coordinating the system integration between three different suppliers including a new payment provider, drawing up the testing plan, designing test cases and organizing the test schedule.</li></ul>		

## Education and Certifications

• <b>Google UX Design Certificate</b> , Coursera (online)	<b>October 2022</b>
• <b>M.Sc. International Management</b> , SOAS University of London, UK	<b>2011–2013</b>
• <b>M.Sc. Languages and economic institutions of Eastern Asia</b> , Ca' Foscari University of Venice, Italy	<b>2008–2011</b>
• <b>BA Languages and economic institutions of Eastern Asia</b> , Ca' Foscari University of Venice, Italy	<b>2005–2008</b>

## Technologies and Languages

- Languages: Italian, English, Japanese (beginner)
- Technologies: JavaScript, Shopify, Liquid, AWS, Git, Figma, Adobe XD
- Other: Data structures and algorithms, UX design, Usability testing, User centered design