

Milano, Italy
[willing to relocate]
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Rossella Ferrandino

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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

Co-owner and Technical Lead	Nama Studio Milano, Italy	May 2021–Present
<ul style="list-style-type: none">• Grew a boutique development-focused Shopify ecommerce agency catered to serving high-growth clients with an ethical mission• 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• 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• 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• Technologies used: HTML, CSS, JavaScript, Liquid, Github, Google Analytics, Shopify APIs		
Front-End engineer	Flagship LLC Tokyo, Japan	March 2019–May 2021
<ul style="list-style-type: none">• Customized and updated clients' ecommerce stores on Shopify to optimize them for the Japanese market• Design and implement system architectures suitable for the client's business needs• Collaborated with stakeholders from diverse cultural backgrounds in internal and external teams to successfully deliver projects on time and on budget• Technologies used: HTML, CSS, JavaScript, Liquid, Node.js, AWS, React, Vue.js, Github, Shopify APIs		
Membership Coordinator	Everyman Media London, UK	January 2017–January 2019
<ul style="list-style-type: none">• 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.		

Education and Certifications

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

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