





ROSSELLA FERRANDINO

Front-end web developer & UX Designer

-  [LinkedIn](#)
-  rossellaferrandino.info
-  ross.ferrandino@gmail.com
-  [Github profile](#)

PROFESSIONAL SUMMARY

Front-end engineer with a marketing background and interest in UX Design. Currently Partner and Technical Lead at Nama Studio, Milano and looking for a software engineering role in Tokyo.

EXPERIENCE

Nama Studio — Partner and Technical Lead

2021 - Present

- Grew a development-focused Shopify e-commerce agency catered to serving high-growth clients.
- Established an effective development workflow to ensure code is written and tested thoroughly to minimise the introduction of bugs

Flagship LLC — Front-end web developer

March 2019 - May 2021

- Customise and update clients' e-commerce stores on Shopify to optimise them for the Japanese market.
- Design and implement system architectures suitable for the clients' business needs

Everyman Media — Membership Coordinator

December 2017 - January 2019

Redesign the UX experience for membership scheme based on customer feedback

EDUCATION

Google UX Design Certificate — Online

March 2022 - September 2022

Msc International Management (China)

SOAS University of London

2011 - 2013 (Part time)

RELEVANT SKILLS

WEB DEVELOPMENT

- **Shopify** theme development
- JavaScript
- **Responsive** websites
- Version control with **Github**
- Third party **API** integration
- E-commerce
- **React**

UX DESIGN

- **User-centered** design
- Adobe XD
- Figma
- Wireframing
- Usability testing
- User research
- **Responsive design**

OTHER

- Technical writing
- Public speaking
- English - professional level
- Japanese - N4
- Italian - mother tongue