



Alberto Fardin

Senior Software Engineer & Creative Director

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30/10/1991

Piombino Dese (PD)

SOFT SKILLS

- Organization and priority management
- Technical leadership and team coordination
- Creative problem-solving
- Strong attention to detail
- Clear and empathetic communication
- Teamwork and team building
- Flexibility and adaptability to change
- Autonomy and independent work capability
- Ability to work remotely
- Strategic vision and goal-oriented mindset

HARD SKILLS

- Languages & Frameworks
 - JavaScript (ES6+), TypeScript
 - React.js
 - Node.js
 - HTML5, CSS3, SCSS, SASS, JSS
- UI & Design
 - Figma, Canva
 - Adobe Photoshop, Adobe Illustrator
 - Storybook (Design System, UI Libraries)
 - Material UI
- Tools & Version Control
 - Git (GitFlow, branching, PR review)
 - NPM
 - Jira, Confluence, Sourcetree, Bitbucket
 - Jest, React Testing Library

PROFESSIONAL EXPERIENCES

Senior Developer & User Experience Designer

2015 - 2025

WARDA Fashion Digitalization

- **Advanced Front-End Development** – designed and implemented web applications in JavaScript (ES6+) and React.js, delivering modular, scalable, and high-performance code.
- **Team Management and Coordination** – provided technical leadership to Front-End developers using Agile/Scrum methodologies, managing planning through JIRA and conducting structured code reviews.
- **Architectural Oversight and Best-Practice Automation** – evaluated technical solutions for scalability, efficiency, and maintainability, ensuring architectural alignment and improving release quality and speed through product versioning.
- **Optimized User Experience** – designed interfaces through realistic mockups, featuring advanced filters, customizable views, and dynamic search to enhance end-user productivity.
- **Reusable UI Library Creation** – developed React components and a documented design system in Storybook, reducing development time and ensuring visual consistency.
- **Brand Product & Media Module Development** – designed and built a dedicated web app for product management, including images and metadata, with a multi-channel publishing workflow, customizable interface, and support for external portal creation.
- **User & Role Management Module Development** – created a full administration system for user creation, editing, and deletion, with granular role and permission handling.
- **In-App Collaborative Workflow Development** – built tools for task assignment, validation, and publishing, supporting cross-functional teams (photographers, retouchers, copywriters, translators) via browser-based websocket notifications.

Social Media Strategist & Creative Director

2023 - 2025

Mandragora Web Studio

- **Social Media Campaigns** – ideation and management of effective digital campaigns aimed at increasing visibility and engagement, working closely with clients through a transparent, collaborative, and strategic approach.
- **Team Management and Coordination** – oversight and organization of activities from concept to delivery, including task assignment, quality control, and timeline management.
- **Brand Identity** – development of brand visual identity through vector logos, coordinated imagery, and multimedia materials, defining visual and content guidelines to ensure consistent communication.

Graphic Designer & User Experience Designer

2013 - 2015

Visionest

- **User Experience Design** – analysis and optimization of navigation flows for enterprise applications, ensuring intuitive interfaces and advanced usability.
- **Brand Identity** – design of logos and development of coordinated visual identity for company products, maintaining visual consistency with the global brand identity.
- **Website Development** – creation and maintenance of corporate websites with a focus on stylistic consistency, accessibility, and cross-platform performance.

TRAINING

Upskilling course Expert in Human Resources

2025

Management and Development

Programma GOL, BGF Group, Noale (VE)

Bachelor's Degree in Design and Communication

2010 - 2013

Scuola Italiana Design, Padova (PD)

Diploma as Industrial Expert in Electrical Engineering and Automation

2005 - 2010

I.T.I.S. Eugenio Barsanti, Castelfranco Veneto (TV)

MINDSET & VISION

With a solid background in front-end development and the management of multidisciplinary teams, I combine advanced expertise in JavaScript and React.js with a natural inclination for design and leadership.

I lead teams using Scrum methodologies and tools such as JIRA, building roadmaps that ensure efficiency, quality, and consistency. I strongly believe in the value of team building as a driver of growth, and I organize creativity and problem-solving activities to strengthen skills, cohesion, and collaboration.

My design background has allowed me to specialize in creating digital solutions that seamlessly integrate aesthetics and functionality. In every project, my goal is to deliver high-quality digital experiences by combining technological innovation, attention to detail, and strategic vision to exceed client and user expectations.